

PARUL UNIVERSITY
FACULTY OF LAW
B.B.A. LL.B. Winter 2018 – 19 Examination

Semester: 5
Subject Code: 17303301
Subject Name: International Business

Date: 26/10/2018
Time: 10:30 am to 01:00 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(15)**

1. Define globalization. – Globalization is free cross border movement of goods, services, capital, information and people.
2. As a part of international customs and traditions, there must be mutual respect for the laws, institutions, and government system of the other countries in the matter over their own citizens refers to _____.
 - a. Doctrine of comity
 - b. Act of state doctrine
 - c. International jurisdiction
 - d. Doctrine of personality
3. Describe International Marketing? – International marketing involves focusing on the firm level marketing practices across the border, including market identification and targeting, entry mode selection, and marketing mix and strategic decisions to compete in international markets.
4. Generally advance payment are made on the basis of a sample _____ and its approval by the buyer
 - a. credit
 - b. debit
 - c. receipt
 - d. All of these.
5. Cost per unit of output depends on the size of firm is an example of _____.
 - a. Internal economies of scale
 - b. external economies of scale
 - c. Mixed economies of scale
 - d. None of these
6. What is nationality principle? – Every country has jurisdiction over its citizens, irrespective of their locations.
7. What is embargo? – Prohibiting trade completely with a country so as to economically isolate it and apply political pressure on its government.
8. _____ exchange system has price determined by market demand and supply conditions without intervention of governments.
 - a. Free
 - b. Floating
 - c. Sinking
 - d. Hybrid
9. Name the approach which exhibits the same cultural orientation towards different cultural groups. - Simplification
10. What is parochialism?
11. _____ approach considers the whole world a single market.
 - a. Ethnocentric
 - b. Geocentric
 - c. Polycentric
 - d. Regiocentric
12. Nations have rights to impose restriction upon foreign citizens on their rights to travel and stay refers to _____.
 - a. Treatment and rights to aliens
 - b. Treatment to alliance
 - c. Right to nationals
 - d. Treatment and rights to hosts
13. Parochialism is the process of exhibiting the same cultural orientation towards different cultural groups.
 - a. True
 - b. False
14. The exporter and importer agree upon the sales terms without documents calling for payments refers to _____.
 - a. close Account
 - b. open account
 - c. current account
 - d. saving account
15. What is principle of sovereignty? A sovereign state is independent and free from all external control or enjoys complete legal equality with other states.

- Q.2 A) Write short notes (Each of three mark) (15)**
- 1.Multilateral Institutions
 - 2.Economic system
 - 3.Consignment sales
 - 4.Political system
 - 5.Advance payment
- Q.3 A) Enlist the points covered under Import Export procedure and explain any two in detail. (08)**
- OR**
- A) What are international business expansion modes? Explain any one in detail. (08)**
- B) What are market entry strategies? Explain any two in brief. (07)**
- OR**
- B) Explain International Product life cycle and International Monetary system in detail. (07)**
- Q.4 A) As a senior manager at ABC Cement Ltd. In India, you have been transferred to UK to handle the overseas operation. Discuss the cultural challenges you are to deal with in UK taking suitable assumptions. (07)**
- B) Answer the following (Any Four – Each of Two Marks) (08)**
- 1.What is the full form of IEC? who issues it.
 - 2.Explain in brief Global political risk index .
 - 3.Give any 4 dimensions for market potential indicators.
 - 4.What is International management?
 - 5.What is letter of credit?
 - 6.Write in brief on market seeking as a reason for international business expansion.