

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2019**

**Course: BBA CORE**  
**Program: International Business**  
**Time: 03 hrs.**  
**Instructions: Answer all Questions**

**Semester: IV**  
**CC: INTB 3001**  
**Max. Marks: 100**

**SECTION A (Multiple Choice Questions)**

S. No.		Marks	CO
Q 1	Hyper globalization is a process of globalization which —  a. emphasizes the decline of the TNC b. emphasizes the rise of regionalism c. emphasizes the rise of nation states d. emphasizes the rise of the TNC and decline of the nation state	2	CO 1
Q 2	Economic globalization is characterized by —  a. rise of regionalism b. cross-cultural flows of ideas c. international trade and investment flows d. international migration	2	CO 1
Q 3	Cultural homogeneity refers to —  a. adaptation to the local culture b. cross-cultural movements c. inter-cultural movements d. cultural uniformity	2	CO 1
Q 4	The process of glocalization is —  a. emphasis on local culture b. the use of regional symbols c. an amalgamation of the global and the local d. emphasis on global culture	2	CO 1
Q 5	Political globalization is the process of —  a) change in political systems b) changes in the rules and structures of global governance	2	CO 1

	<ul style="list-style-type: none"> <li>c) rise of the WTO</li> <li>d) emergence of a political ideology</li> </ul>		
Q 6	<p>International orientation refers to —</p> <ul style="list-style-type: none"> <li>a) the stage theory of internationalization</li> <li>b) an attitude or strategic predisposition of a TNC towards internationalization</li> <li>c) a firm's modes of entry into international business</li> <li>d) a gradual process of internationalization</li> </ul>	2	CO 1
Q 7	<p>Which of the following is referred to as the predecessor to WTO?</p> <ul style="list-style-type: none"> <li>a) GATT</li> <li>b) OPEC</li> <li>c) IMF</li> <li>d) World Bank</li> </ul>	2	CO 1
Q 8	<p>Which of the following is not a type of political risk?</p> <ul style="list-style-type: none"> <li>a) ownership risk</li> <li>b) operational risk</li> <li>c) financial risk</li> <li>d) transfer risk</li> </ul>	2	CO 1
Q 9	<p>Which of the following cannot be a reason of political risk?</p> <ul style="list-style-type: none"> <li>a) civil war</li> <li>b) natural calamity</li> <li>c) change in the government</li> <li>d) change in external relations</li> </ul>	2	CO 1
Q 10	<p>Where is the International Court of Justice situated?</p> <ul style="list-style-type: none"> <li>a. Geneva</li> <li>b. The Hague</li> <li>c. Washington DC</li> <li>d. Berlin</li> </ul>	2	CO 1
<b>SECTION B (Short Answer)</b>			
Q 1	What are 6 management issues with FDI?	2	CO 2
Q 2	Three Drawbacks of Regional Integration	2	CO 2
Q 3	What are 2 ways for home countries to restrict FDI?	2	CO 2
Q 4	Name 2 integration trade organizations in Asia	2	CO 2

Q 5	Name the Top 4 most important financial centers	2	CO 2
Q 6	What are the purposes of international capital markets?	2	CO 2
Q 7	3 reasons why host countries intervene in FDI for balance of payments.	2	CO 2
Q 8	What are 6 methods governments can use to restrict trade?	2	CO 2
Q 9	What are 4 possible motives of wanting to form alliances?	2	CO 2
Q 10	Andean community consists of 5 members... who are....	2	CO 2
<b>SECTION-C</b>			
Q 1	Given important environmental issues in recent years, consumers are becoming increasingly concerned about food products. In response to this, how might manufacturers of health food products adapt their international marketing techniques?	10	CO 3
Q 2	Explain potential cultural factors a US firm needs to be aware of before entering the Asian market.	10	CO 3
Q 3	Suggest ways in which global brands and global advertising campaigns might benefit a company. Provide suitable case examples.	10	CO 3
<b>SECTION-D</b>			
Q 1	Based on the case study " <b>Challenges and Opportunity of New Retail horizons in Emerging Markets: The case of a rising coffee Culture in China</b> " Explain potential cultural factors.	15	CO2, CO3, CO4
Q 2	Write a short note on human capital approach to international business and explain with suitable example.	15	CO1, CO2, CO3, CO4

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**SECTION A**

S. No.		Marks	CO
Q 1	The classical theory does not consider differences in —  a) technology b) transportation costs c) customer wants d) prices	2	CO 1
Q 2	Which of the following is not an economic rationale for trade intervention?  a) preservation of national identity b) employment c) protection to domestic industry d) balance of payments considerations	2	CO 1
Q 3	Direct payments made by the government to domestic companies to encourage exports or to protect them from imports are known as —  a) export tariffs b) voluntary export restraints c) subsidies d) aids	2	CO 1
Q 4	Bilateral agreements that restrict exports are called —  a) voluntary export restraints b) transit tariffs c) export quotas d) orderly marketing arrangements	2	CO 1
Q 5	Which of the following types of FDI includes creation of new assets and production facilities in the host country?  a. greenfield investment b. strategic alliances c. merger and acquisition d. brownfield investment	2	CO 1

Q 6	Bank deposits of non-resident Indians come under the — .  a) current account b) errors and omissions c) loans and advances d) capital account	2	CO 1
Q 7	Multilateral Investment Guarantee Agency (MIGA) is a part of the—  a) World Bank b) World Economic Forum c) United Nations d) World Trade Organization	2	CO 1
Q 8	An efficient market is characterized by —  a) risk and return as a feature of investment b) equilibrium c) price equality in assets d) all available information being reflected in the price of securities	2	CO 1
Q 9	The principal documents used in documentary collection are —  a) bank guarantees b) revolving letters of credit c) cheques d) bills of lading	2	CO 1
Q 10	— is a time draft drawn on and accepted by one bank on another one.  a) banker's acceptance b) corporate guarantee c) bank guarantee d) bill of lading	2	CO 1

**SECTION B**

Q 1	What is International Trade?	2	CO 2
Q 2	Explain 'CARTEL'.	2	CO 2
Q 3	What is 'GATS'?	2	CO 2
Q 4	What are the objectives of WTO?	2	CO 2
Q 5	What is comparative advantage?	2	CO 2

Q 6	Write the functions of WTO.	2	CO 2
Q 7	Discuss about export – import policy.	2	CO 2
Q 8	Discuss the Important features of URUGUAY round agreements?	2	CO 2
Q 9	Write short notes about TRIPS.	2	CO 2
Q 10	Write the benefits of Globalization.	2	CO 2
<b>SECTION-C</b>			
Q 3	What is 'WTO'? What is its role in international trade?	10	CO 3
Q 1	Explain various environmental factors that affect international Trade?	10	CO 3
Q 2	Briefly Explain the following terms  a) Balance of payments b) Letter of Credit	10	CO 3
<b>SECTION-D</b>			
Q 1	Given important environmental issues in recent years, consumers are becoming increasingly concerned about food products. In response to this, how might manufacturers of health food products adapt their international marketing techniques?	15	CO2, CO3, CO4
Q 2	Describe the origin of IMF and IBRD. When did IMF introduce contingency financing? Describe its functions.	15	CO1, CO2, CO3, CO4