

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2020

Course: International Business
Programme: BBA (AVO)
Time: 03 hrs.

Semester: V
Course Code: INTB 3001
Max. Marks: 100

SECTION A (30 Marks)

Instructions: All questions in this section are compulsory. Each question carries 5 marks.

Question No.	QUESTION	CO
Q 1	In a Horizontal Merger, one company merges with a (competitor/supplier/unrelated business)	CO1
Q 2	A country's 'value system', 'norms', 'aesthetics' etc. are constituents ofenvironment. (Political/Cultural/Legal)	CO1
Q 3	Licensing strategy entails transfer of IPR to Licensee in exchange of Royalty fee. True/False	CO1
Q 4	PEST analysis is used to ascertain the production capability of the exporter. True/False	CO1
Q 5	If you have to pay more rupees to buy a dollar then it means Rupee is getting (stronger/weaker/no affect)	CO1
Q 6	In "Piggyback" exports, the one who ships his goods through an established exporter is called (carrier/rider/buying agent)	CO1

SECTION B (50 MARKS)

Instructions: Attempt all questions. Each question carries 10 marks.

Q 1	A meticulous study of prevailing environments in the target country plays a crucial role in the success or failure of International Business. Political environment affect Tariff and Non-Tariff Barriers (NTB) to trade. What are these NTBs and how do they restrict imports? Explain with examples.	CO4
Q 2	What do you understand by the term "Globalisation"? What factors lead to/influence globalization and what factors restrict its happening? Is globalization possible in the prevailing geo-political situation where USA has imposed sanctions on Iran and Russia?	CO3

Q 3	How is Theory of Absolute Advantage different from Theory of Comparative Advantage. Explain with an example.	CO3
Q 4	Mention the “steps” or “process” to find out whether a product is Prohibited, Restricted, Channelised or Freely allowed to be imported as per the Foreign Trade Policy?	CO3
Q 5	When the INR becomes stronger in terms of US dollar, how does it affect the exporter and importer? Is it a boon or bane?	CO3

SECTION-C (20 MARKS)

Q	<p>Every businessman dreams of expanding his business globally not only to have a larger market for his product but also to source his raw material and other factors of production at the lowest price with best quality combination, so that he can compete with his competitors in the domestic market.</p> <p>But the environments in the global markets and the internal environment of his own business force him to evaluate all options available so that he can make the maximum profits with minimum risks.</p> <p>What are all the options/strategies available to a budding global businessman for entering a foreign market and what are the situations/factors (Internal and External) that would affect his decision. Also analyze as to what option would best suit each situation and why?</p>	CO4
---	--	-----