

Seat No. : 1149

JB-101

January-2021

BBA, Sem.-V

CC-305 : International Business

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All Questions in **Section I** carry equal marks.
 - (2) Attempt any **TWO** questions in **Section I**.
 - (3) Question 5 in **Section II** is **COMPULSORY**.

Section – I

Attempt any **two** questions of the following :

1. (A) Discuss the various principles of International law. 10
(B) Describe the various reasons for the expansion of Business in International Markets. 10
2. (A) Briefly explain the various stages of International Product Life Cycle (IPLC). 10
(B) What do you understand by Market Potential Index ? Write. 10
3. (A) Discuss the various trade related modes of entry into international markets. 10
(B) Discuss Joint Venture as a mode of entry into international markets. 10
4. (A) Write down the steps of export procedure followed in India. 10
(B) Discuss the various types of Letter of Credit (LOC). 10

Section – II

5. Choose the correct option from the following and rewrite the correct answer : (any ten) 10
(1) Conduct of business activities in several countries, using a highly co-ordinated and single strategy across the world is known as _____.
(a) Global business (b) International trade
(c) Domestic business (d) Transnational business

- (2) Application of management concepts and techniques in a cross – country environment and adaptation to different social-cultural, economic, legal, political and technological environment is called _____.
- (a) International Marketing (b) International Management
(c) International Investment (d) International Debt
- (3) Convergence of cultures across the world may be termed as _____.
- (a) Economic Globalisation (b) Technological Globalisation
(c) Cultural Globalisation (d) Political Globalisation
- (4) According to _____, every country has jurisdiction over its citizens irrespective of their locations.
- (a) Nationality Principle (b) Territoriality Principle
(c) Protective Principle (d) Doctrine of Comity
- (5) _____ economies of scale means when the cost per unit of output depends upon the size of the company.
- (a) External (b) Informal
(c) Internal (d) Formal
- (6) _____ is more relevant for those planning to expand the international business operations through Direct Foreign Investment.
- (a) FDI Confidence Index (b) FDI Risk Index
(c) Market Potential Index (d) Global Political Risk Index
- (7) Capitalistic, Communistic and Mixed are the types of _____.
- (a) Economic system (b) Cultural attitudes
(c) Social system (d) Political system
- (8) An/A _____ is the partial or complete prohibition of commerce and trade with a particular country / state or a group of countries.
- (a) Ban (b) Embargo
(c) Sanction (d) Cut-off
- (9) _____ provides a useful comprehensive tool to measure different aspects of doing business in a particular country and is based on 12 pillars.
- (a) GCI (b) FDI
(c) MPI (d) MRP

- (10) A Revocable L/C is _____ for the exporters as it can be revoked any time without consent of or notice to the beneficiary.
- (a) Less risky (b) Simple
(c) Highly risky (d) Profitable
- (11) Under the consignment sales, the shipment of goods is made to the overseas consignee and the title of goods is retained with the _____ until it is finally sold.
- (a) Importer (b) Bank
(c) Exporter (d) Hirer
- (12) Equity participation of two or more firms resulting in formation of a new entity is called _____.
- (a) Franchising (b) Importing
(c) Joint venture (d) Licensing
- (13) Which is the most traditional and well established form of operating in foreign markets ?
- (a) Franchising (b) Importing
(c) Exporting (d) Licensing
- (14) Under the _____ arrangement, the exporting firm is termed as "Rider".
- (a) Piggybacking (b) Exporting
(c) Counter trade (d) Franchising
- (15) _____ as global market entry involves a transfer of trademarks or human skills.
- (a) Contractual agreements (b) Exporting
(c) Overseas Assembly (d) Leasing
- (16) Full form of RCMC is
- (a) Registration cum membership certificate
(b) Rearrangement cum membership certificate
(c) Registration cum merit certificate
(d) Registration credit merit certificate
- (17) Inquiry is the request made by a prospective _____.
- (a) Exporter (b) Council
(c) Importer (d) DGFT

