

**OE-103**

October-2019

B.B.A., Sem.-V

**CC-305 : International Business**

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) (i) Write a note on New trade theory. 7  
(ii) Explain reasons for expansion of International trade. 7
- OR**
- (i) Explain principles of International Law.  
(ii) Discuss EPRG approach of cultural orientation.
- (B) Do as directed : (any four) 4
- (i) \_\_\_\_\_ ideology is based on thinking of Karl Marx. (Socialism, Communism, Capitalism)  
(ii) In secular Totalitarianism, the religious leader form the government. (True/False)  
(iii) When the International manager views the world from his own cultural perspective, it is known as cultural parochialism. (True/False)  
(iv) Regulatory controls is a factor supporting globalisation. (True/False)  
(v) Internal economies of scale focuses on mass production. (True/False).  
(vi) Give meaning of Trade embargo.
2. (A) (i) Write a note on Fixed and Floating Exchange Rate System. 7  
(ii) Explain International Product Life Cycle. 7
- OR**
- (i) Explain Market Potential Index.  
(ii) Discuss modes of Payment in International business.
- (B) Do as directed. (any four) 4
- (i) GPRI is an index of country stability rating for \_\_\_\_\_ emerging market countries. (20, 24, 14, 30)  
(ii) Global Competitiveness Index is prepared by A.T. Kealney Management Consultancy. (True/False)

- (iii) Revocable letter of credit is highly risky for exporter. (True/False)
- (iv) Advance Payment is safest mode of payment in International business. (True/False)
- (v) \_\_\_\_\_ is most widely used mode of payment in international business.
- (vi) Give meaning of pure float.

3. (A) (i) Explain in detail about Strategic Alliance. 7
- (ii) Explain investment modes of business expansion. 7

OR

- (i) Write a note on Joint ventures with suitable example.
- (ii) Explain Trade related modes of business expansion.

(B) Do as directed. (any three)

- (i) Franchising is \_\_\_\_\_ mode of business expansion. (Trade related, Investment, Contractual)
- (ii) Counter trade is sophisticated form of traditional barter system. (True/False)
- (iii) \_\_\_\_\_ mode of business expansion is also known as screw-driving operations. (Joint ventures, Turnkey projects, overseas assembly).
- (iv) International leasing is popular mode of business expansion particularly in \_\_\_\_\_ countries. (high income, low income, mid-income)
- (v) Turnkey projects is investment mode of business expansion. (True/False)

4. (A) (i) Write a note on Pre-shipment inspection. 7
- (ii) Explain, 'Shipping Bills' and 'GSP Certificate of Origin.' 7

OR

- (i) Explain IEC number in detail.
- (ii) Explain 'Mate's Receipt' and 'Bill of Lading' in detail.

(B) Do as directed. (any three)

- (i) Usance draft is used when exporter gives credit period to importer. (True/False)
- (ii) Letter of credit is also known as Documentary Credit. (True/False)
- (iii) Export promotion councils issue Registration-cum – Membership certificate for \_\_\_\_\_ years. (5, 7, 10, 12)
- (iv) Issuing Bank is the bank which receives payment from applicant of LIC. (True/False)
- (v) Full form of SDF.