

Seat No. : 1121

**NN-102**

November-2017

**BBA., Sem.-V**

**CC-305 : International Business**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (a) Explain meaning of Globalisation and discuss various factors affecting globalisation. 7

**OR**

Give meaning of political system and explain different types of government based upon political system.

- (b) Discuss the principles of International law. 7

**OR**

Explain the cultural orientation in International Business and discuss EPRG Approach in detail.

2. (a) Write a note on Market Potential Index. 7

**OR**

Discuss International Product life cycle stages.

- (b) Explain different modes of payment used in International trade. 7

**OR**

Discuss fixed and floating exchange rate systems.

3. (a) Explain the concept of joint venture with suitable example. 7

**OR**

Discuss various contractual modes of International Business expansion.

- (b) Explain different trade related modes of International Business expansion. 7

**OR**

Explain the concept of International strategic Alliance with suitable example.

**NN-102**

**1**

**P.T.O.**

4. (a) Explain the meaning of "Letter of credit" and discuss the parties to the letter of credit. 7

OR

Write a note on Pre-Shipment Inspection.

- (b) Write short notes on : (Any Two) 7

- (1) Consular Invoice
- (2) Bill of lading
- (3) Certificate of origin
- (4) Mate's receipt

5. Do as directed : 14

- (a) In \_\_\_\_\_ economics of scale, cost per unit of product is dependent on size of industry and not on size of an individual unit.

(1) Internal (2) External (3) None (4) Both

- (b) In countries like Singapore and Hong Kong having very less domestic market, growth of business through international expansion is inevitably required.

(True/False)

- (c) Give meaning of trade embargo.

- (d) FDI Confidence Index is measured by Eurasia group. (True/False)

- (e) GPRI is based on \_\_\_\_\_ indicators (20, 22, 12, 18)

- (f) What do you mean by dirty floating rate ?

- (g) \_\_\_\_\_ is safest mode of payment in International trade.

(Consignment sale, Open Account, Advance payment)

- (h) In \_\_\_\_\_ exporting, a company/exporter exports through an agency or agent based in its home country. (Direct/Indirect)

- (i) Turkey projects are \_\_\_\_\_ mode of International Business expansion.

(Trade-related, Contractual, Investment)

- (j) Countertrade is one of the modern technique of traditional barter system.

(True/False)

- (k) \_\_\_\_\_ is also known as screw-driving operations.

(FDI, Overseases Assembly, Subsidiaries)

- (l) IEC code number is permanent number having no expiry. (True/False)

- (m) \_\_\_\_\_ is base for preparing several other export documents.

(Pro-forma invoice, Mate's Receipt, Invoice, SDF)

- (n) Give full form of GR form.