

**END SEMESTER THEORY EXAMINATION JANUARY-2021**

<b>Program:</b>	<b>B.Com (Pass)</b>	<b>Year/Semester:</b>	<b>5<sup>th</sup>- Semester</b>
<b>Course/Subject:</b>	<b>International Business</b>	<b>Duration:</b>	<b>03:00 Hrs</b>
<b>Course/Subject Code:</b>	<b>06020509</b>	<b>Maximum Marks:</b>	<b>60</b>
		<b>Batch:</b>	<b>2017 &amp; 2018</b>

**Instructions:-**

1. Write Your Roll No. on the Question Paper.
2. Candidate should ensure that they have been provided correct question paper. Complaint(s) in this regard, if any should be made within 15 minutes of the commencement of the exam. No complaint(s) will be entertained thereafter.
3. All Questions are compulsory. Marks are indicated against each question.
4. Illustrate your answer with diagram wherever required.

**SECTION-A****(Very Short Answer Type Questions)****Note: All Questions are compulsory: -****[12×1=12 Marks]**

<b>S. No.</b>	<b>Question</b>	<b>Marks Allotted</b>
<b>1</b>	Explain International Business.	<b>1</b>
<b>2</b>	Explain FDI.	<b>1</b>
<b>3</b>	Explain Globalisation	<b>1</b>
<b>4</b>	Explain MNE	<b>1</b>
<b>5</b>	Explain Strategic Alliance.	<b>1</b>
<b>6</b>	Explain Turnkey Projects.	<b>1</b>
<b>7</b>	When world bank was established?	<b>1</b>
<b>8</b>	When IMF was established?	<b>1</b>
<b>9</b>	When WTO was established?	<b>1</b>
<b>10</b>	Explain logistics and distribution.	<b>1</b>
<b>11</b>	What is branding?	<b>1</b>
<b>12</b>	What is international marketing mix?	<b>1</b>

**SECTION-B**  
**(Short Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[4×2=8 Marks]**

S. No.	Question	Marks Allotted
13	Explain the major risks and challenges in International Business Environment.	2
14	Write a short note on exchange rate.	2
15	Write a short note on factor endowment theory.	2
16	Outline the branding decisions with figure and explain it.	2

**SECTION-C**  
**(Descriptive Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[4×4=16 Marks]**

S. No.	Question	Marks Allotted
17	Explain the internal and external environment of business.	4
18	Describe the risks involved in international business.	4
19	Describe the functions and principles of WTO.	4
20	Explain the advantages and disadvantages of standardised international marketing.	4

**SECTION-D**  
**(Long Answer Type Questions)**

**Note: All Questions are compulsory: -**

**[4×6=24 Marks]**

S. No.	Question	Marks Allotted
21	Differentiate between domestic and international business.	6
22	Rakesh began a gloves manufacturing unit in Bengaluru ten years ago. He sells surgical gloves to several medical institutions in South India. Though the business is doing well Rakesh has started to feel that he should expand the business by attracting more customers. Rakesh has an opportunity to sell the gloves to Sri Lanka and Mauritius. He has also been contacted by a party in Gurgaon for sales. Based on his production capacity, Rakesh can either take up the North Indian market or foreign market, explain why he has chosen the particular market. If you advise going for the foreign market, then advise how he should go about it, the documents needed, the procedure, and so on.	6
23	Discuss the Theory of Absolute Cost Advantage of International Trade? What are its assumptions and implications?	6
24	Describe the factors affecting international pricing.	6