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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End-Semester Examination, May 2018

Program: BBA-OGM (2016-19)

Subject (Course): International Business

Course Code: BBCG106

No. of pages: 2

Semester: IV

Max. Marks: 100

Duration: 3 Hrs

Section-A. Objective Type Questions (10 x 2 = 20 marks)

1. *Answer all questions:*

- (a) International Business is defined as the business carried on (within / across) the national borders by two or more nations or entities.
- (b) International Joint Venture is a (Non-equity / equity) mode of entry.
- (c) A company that fails to go global is in the danger of losing its domestic business to competitors with lower costs, greater experience, better products, and, in a nutshell, more value for the customer. True/False?
- (d) Most consumer products worldwide are supplied by global companies. True/False?
- (e) In the ancient past, India's (Spices & textiles / arms & ammunition) were being traded by the Phoenicians to Egypt, Turkey, Greece, & Rome.
- (f) In the late 18th century, a great influence on the international business was brought about by the (Green / Industrial) Revolution, which facilitated the application of machinery into the production process.
- (g) International business is different from domestic business on two main dimensions: Environmental Factors and Complexity. True/False?
- (h) (Waterfall / Sprinkler) approach to international markets entry allows firms to carefully plan expansion and is less likely to strain human and financial resources.
- (i) Risk, Control and Profit potential of a firm decreases with an increase in its international market commitment. True/False?
- (j) (Laissez-faire / Mercantilism) describes an environment in which transactions between private parties are free from state intervention, including restrictive regulations, taxes, tariffs and enforced monopolies.

Section-B. Short Answer Questions (2 x 10 = 20 marks)

(Answer in 25-30 lines only)

2. What are the various modes of entry in international markets?
3. What is Regional Economic Integration? Mention its various forms.

Section-C. Descriptive Type Questions (2 x 15 = 30 marks)

(Answer in 40-50 lines only)

4. What are the major decisions that companies need to take when going international?
5. Explain 'David Allen Aaker's' dimensions of international market analysis.

Section-D. Analytical Questions (1 x 30 = 30 marks)

(Answer in 50-60 lines only)

6. Discuss the emerging issues in International Business by giving relevant examples.

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