

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2021

Course : International Business
Programme: BBA (Oil and Gas)
Time: 03 hrs.

Semester: IV
Course Code: INTB 3001
Max. Marks: 100

SECTION A (30 Marks)

Instructions: All questions in this section are compulsory. Each question carries 5 marks.

Question No.	QUESTION	CO
Q 1	In a Horizontal Merger, one company merges with a (competitor/supplier/unrelated business)	CO1
Q 2	A country's 'value system', 'norms', 'aesthetics' etc. are constituents ofenvironment. (Political/Cultural/Legal)	CO1
Q 3	Licensing strategy entails transfer of IPR to Licensee in exchange of Royalty fee. True/False	CO1
Q 4	PEST analysis is used to ascertain the production capability of the exporter. True/False	CO1
Q 5	If you have to pay more rupees to buy a dollar then it means Rupee is getting (stronger/weaker/no affect)	CO1
Q 6	Differentiate between "Greenfield investment" and "Brownfield investment".	CO1

SECTION B (50 MARKS)

Instructions: Attempt all questions. Each question carries 10 marks.

Q 1	A meticulous study of prevailing environments in the target country plays a crucial role in the success or failure of International Business. Political environment affect Tariff and Non-Tariff Barriers (NTB) to trade. What are these NTBs and how do they restrict imports? Explain with examples.	CO3
Q 2	What do you understand by "Piggyback Exports"? Who should opt for this strategy for exports?	CO3
Q 3	How is Theory of Absolute Advantage different from Theory of Comparative Advantage. Explain with an example.	CO3

Q 4	Bring out the difference amongst Joint Ventures, Mergers and Acquisitions. Give examples from Oil and Gas sector.	CO3
Q 5	What are all the options/ strategies available to a budding global oil and gas business person for entering a foreign market and what are the situations/ factors (Internal and External) that would affect his decision . Also analyze as to what option would best suit each situation and why?	CO4
SECTION-C (20 MARKS)		
Q	<p>Assuming that you will start your own enterprise one day or head the International Business division of a huge company, you need to know the business potential of the country you have targeted to do business with.</p> <p>Based on the research you had conducted while submitting your assignment / presentation on PEST analysis of specific countries, you are required to choose any country (except India) and analyse/suggest its business potential (giving logical reasons based on data compiled) using the following parameters:</p> <ol style="list-style-type: none"> 1. Name of country chosen. 2. Geography and location on world map 3. Neighboring countries 4. Currency (with Rupee equivalence) 5. Capital 6. History (in brief and relevant) 7. Current President/Prime minister/ King (with photo) 8. Climatic conditions 9. PEST analysis 10. Political relations 11. Cultural dos and don'ts 12. Business ethics dos and don'ts 13. Business off season (due to festivals etc.) 14. Items of import (country-wise) 15. Items of Export (country-wise) 16. India's Political relations with that country 17. India's FTP conditions and incentives while dealing with that country 18. Risk factors while dealing with that country 19. Logistics – Sea route from India 20. Business potential/opportunity - Product/services 	CO4