

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, December 2018**

**Course: International BUSINESS CC; INTB 3001**

**Semester: V**

**Program: BBA AVO**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**

S. No.		Marks	CO
Q 1	A good or service purchased and brought in from another country.  A. Import B. Export C. Trade D. Negotiate	2	CO 1
Q 2	A belief that products should be free to move from country to country without barriers or obstacles.  A. Quota B. Entrepreneur C. Free trade D. Translate	2	CO 1
Q 3	A person who starts his or her own business in hope of earning a profit.  A. Consumer B. Currency C. Manufacture D. Entrepreneur	2	CO 1
Q 4	A nation's money—can be in coins or banknotes.  A. Currency B. Embargo C. Franchise D. Trade barrier	2	CO 1

Q 5	<p>An exchange of goods or services with people and businesses in your own country.</p> <p>A. Bilateral agreement B. Resource C. Domestic trade D. International trade</p>	2	CO 1
Q 6	<p>To gain in value. (For example, if you bought a house in 1998 for \$100,000 and sold it in 2011 for \$120,000)</p> <p>A. Culture B. Appreciate C. Depreciate D. Trade</p>	2	CO 1
Q 7	<p>A person who buys products or services.</p> <p>A. Consumer B. Currency C. Culture D. Negotiate</p>	2	CO 1
Q 8	<p>An agreement between two nations.</p> <p>A. Trade barrier B. Franchise C. Bilateral agreement D. Multilateral agreement</p>	2	CO 1
Q 9	<p>A ban on trade with another country for one or all of its goods.</p> <p>A. Embargo B. Free trade C. Market D. Tariff</p>	2	CO 1
Q 10	<p>A good or service sold to another country.</p> <p>A. Import B. Export C. Ethics D. Translate</p>	2	CO 1

<b>SECTION B</b>			
Q 1	Name the top 4 most important financial centers	2	CO 2
Q 2	What are the purposes of international capital markets?	2	CO 2
Q 3	Name 2 integration trade organizations in Asia	2	CO 2
Q 4	Andean community consists of 5 members... who are....	2	CO 2
Q 5	Three Drawbacks of Regional Integration	2	CO 2
Q 6	What are 2 ways for home countries to restrict FDI?	2	CO 2
Q 7	3 reasons why host countries intervene in FDI for balance of payments.	2	CO 2
Q 8	What are 6 management issues with FDI?	2	CO 2
Q 9	What are 4 possible motives of wanting to form alliances?	2	CO 2
Q 10	What are 6 methods governments can use to restrict trade?	2	CO 2
<b>SECTION-C</b>			
Q 1	Explain various environmental factors that affect international Trade?	10	CO 3
Q 2	Briefly Explain the following terms  a) Real GDP b) Opportunity Cost c) Balance of payments d) Letter of Credit	10	CO 3
Q 3	What is 'WTO'? What is its role in international trade?	10	CO 3
<b>SECTION-D</b>			
Q 1	Based on the case study <b>"Google and the Government of China: A Case Study in Cross-Cultural Negotiations"</b> Explain potential cultural factors Google needs to be aware of before entering the Chinese market.	15	CO1, CO2, CO3, CO4
Q 2	Given important environmental issues in recent years, consumers are becoming increasingly concerned about food products. In response to this, how might manufacturers of health food products adapt their international marketing techniques?	15	CO1, CO2, CO3, CO4

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**SECTION A**

S. No.		Marks	CO
Q 1	A special right given to a business person to sell a company's products. (e.g. Subway, Jimmy Johns, Sonic)  A. Subsidy B. Franchise C. Quota D. Ethics	2	CO 1
Q 2	A code of conduct that helps determine what is good, right and proper.  A. Ethics B. Depreciate C. Consumer D. Currency	2	CO 1
Q 3	To lose value. For example, if you bought a new Toyota Corolla in 2001 for \$30,000, the value of the car decreased and you can now only sell it for \$11,000.  A. Ethics B. Translate C. Depreciate D. Appreciate	2	CO 1
Q 4	A place where trade occurs.  A. Import B. Export C. Resource D. Market	2	CO 1
Q 5	An organization acting as a court to hear and settle trade disputes among its members; also abbreviated WTO.  A. International B. World Trade Organization C. International trade	2	CO 1

	D. Domestic trade		
Q 6	A tax on a good imported into a country.  A. Tarriff B. Translate C. Negotiate D. Embargo	2	CO 1
Q 7	Something of value that can be useful (natural, human, capital.)  A. Culture B. Resource C. Quota D. Export	2	CO 1
Q 8	To discuss a deal or problem in the hope of reaching an agreement.  A. Consumer B. Trade barrier C. Negotiate D. Market	2	CO 1
Q 9	An exchange of a good or service.  A. Trade B. Trade barrier C. Ethics D. Import	2	CO 1
Q 10	A rule or law that slows or prevents trading with other nations.  A. Trade barrier B. Import C. Export D. International	2	CO 1
<b>SECTION B</b>			
Q 1	What is International Trade?	2	CO 2
Q 2	Explain 'CARTEL'.	2	CO 2
Q 3	What is 'GATS'?	2	CO 2
Q 4	What are the objectives of WTO?	2	CO 2
Q 5	What is comparative advantage?	2	CO 2

Q 6	Write the functions of WTO.	2	CO 2
Q 7	Discuss about export – import policy.	2	CO 2
Q 8	Discuss the Important features of URUGUAY round agreements?	2	CO 2
Q 9	Write short notes about TRIPS.	2	CO 2
Q 10	Write the benefits of Globalization.	2	CO 2
<b>SECTION-C</b>			
Q 1	Given important environmental issues in recent years, consumers are becoming increasingly concerned about food products. In response to this, how might manufacturers of health food products adapt their international marketing techniques?	10	CO 3
Q 2	Explain potential cultural factors a US firm needs to be aware of before entering the Asian market.	10	CO 3
Q 3	Suggest ways in which global brands and global advertising campaigns might benefit a company. Provide suitable case examples.	10	CO 3
<b>SECTION-D</b>			
Q 1	Write a short note on human capital approach to international business and explain with suitable example.	15	CO1, CO2, CO3, CO4
Q 2	Describe the origin of IMF and IBRD. When did IMF introduce contingency financing? Describe its functions.	15	CO1, CO2, CO3, CO4