

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Fundamental of International Business.	Semester: 3
Program: MBA Open Elective	Time: 03 Hours
Course code: EIIB8202	Max. Marks: 100
Instructions:	

SECTION A (20 Marks)

	Fill in the blanks	Marks	CO
1.	Primary characteristics of Culture are that it is _____ by a group, it is something that people _____ and it depends on _____ circumstances.	2x3 = 6	1
2.	The three export channels are _____, indirect and _____	2x2 = 4	1
	Full Forms.		
3.	NAFTA INCOTERMS IMF BIS OECD	2x5 = 10	1,2

SECTION B (20 Marks) CO

4.	Differentiate between Customs Union and Free Trade Area.	5	2,3
5.	How the concept of 'nature of culture' is formed in any country?	5	2,3
6.	Explain Comparative cost theory of international trade.	5	1,2,3
7.	Why Arbitration is a better option than Court of Law in international business?	5	1,2,3

SECTION-C (30 Marks) CO

8.	How political, legal and economic environments are the contributing factor in International Business?	10	3,4
9.	What is the need of International business in today's world of protected market culture?	10	2,3,4
10.	How the understanding of Cultural influences affects the whole supply chain in International trade?	10	2,3,4

SECTION-D		(30 Marks)	CO
11.	What is product life cycle of international investment and explain how consequences of trading blocs can enhance it.	15	3,4
12.	Supply chain integration and globalization are solution to Interdependence. Analyze the statement and Explain.	15	3,4