



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

Course: International Business
Program: MBA –Oil and Gas
Course Code: INTB 3001

Semester : III
Duration : 03 hrs.
Max. Marks: 100

Instructions: This questions paper has four sections A, B, C & D. You are required to attempt all the sections. Please read the instructions given with the respective sections carefully.

Q.No	<p align="center">Section A Attempt all the questions. Each question carries equal marks.</p>	<p align="center">10Qx2M= 20Marks</p>	<p align="center">COs</p>
Q.1	<p>Which of the following is applicable to absolute cost advantage theory</p> <ol style="list-style-type: none"> One country is more efficient in one commodity One country is more efficient in both commodity Other country is more efficient in both commodity All of them 		CO1
Q.2	<p>The principle of commodity terms of trade is based on export and import prices indices. Such type of terms of trade called:</p> <ol style="list-style-type: none"> Net Barter Terms of Trade Gross Barter Terms of Trade Income Terms of Trade Two Factoral Terms of Trade 		
Q.3	<p>The given statement, “Economies of scope assist in achieving economies of scale by expanding into the international markets” belongs to the theory:</p> <ol style="list-style-type: none"> Factor endowment theory Comparative cost Advantage theory International Product Life Cycle Theory Leontiff Paradox 		
Q.4	<p>Which of the following statement is not true with respect to Balassa Index</p> <ol style="list-style-type: none"> Tool to measure Revealed Comparative Advantage It Measures the Relative Trade Performance Of Individual Countries in Particular Commodities Ignores full employment conditions All of them 		
Q.5	<p>Which import commodity in India showed maximum increase in January 2021</p> <ol style="list-style-type: none"> Petroleum Products Gold Transport equipment Iron Ore 		
Q.6	<p>If BI in chemicals in China 1.18 and in US it is 0.42, what would advise to China and USA</p> <ol style="list-style-type: none"> US should import from China China should export to USA Both Neither 1 nor 2 		
Q.7	<p>Which of the following statement does not represent the Leontief Paradox:</p> <ol style="list-style-type: none"> Capital intensive country should export capital intensive goods, Capital intensive country should export labor intensive goods, Either '1' or '2', Neither '1' nor '2' 		
Q.8	<p>The gold standard in which the currency in circulation consists of paper notes but a fixed weight of gold remains the basis of money is called:</p> <ol style="list-style-type: none"> Gold Specie Standard Gold Bullion Standard Gold Exchange Standard 		

Q.9	<p>h. None of them</p> <p>A currency is pegged to a single currency or a basket of currencies but the leg is periodically adjusted with a range of less than 2 percent in response to changes in selective macro-economic indicators is called:</p> <p>a. Crowling Peg b. Soft Peg c. Hard d. Crowling Bands</p>		
Q.10	<p>Theory States the rate of exchange is determined by the forces of demand and supply for the currency in the foreign exchange market is called:</p> <p>a. Mint Par Theory b. Purchasing Par Parity Theory c. Balance of Payment Theory d. Fisher Effect Theory</p>		
Section B		4Qx5M= 20	
Attempt all the questions. Each question carries equal marks.		Marks	
Q.1	India's Income Terms of Trade (TOT) = 129, Net TOT = 79, Gross TOT = 87. How will you interpret them?		CO2
Q.2	Identify top three commodity groups (in terms of top increase and decrease) of India's Trade Composition of 2020 & 2021.		
Q.3	Discuss the concept of Balassa Index. Japan has zero Balassa Index in Clothing. What does it mean?		
Q.4	Explain the rationale of maxim Buy High, Sell Low with respect to foreign exchange forward rate determination.		
Section C		3Qx10M=30	
Attempt all the questions. Each question carries equal marks.		Marks	
Q.1	Critically analyze Pegged Exchange Rate System.		CO3
Q.2	Explain the concept of currency depreciation and devaluation. In what situations currency depreciation or appreciation will take place in the market and what will be its implications? Discuss with the help of an hypothetical situation.		
Q.3	Explain Purchasing Power Parity Theory. How this theory is an improvement over mint par theory? As you know that McDonald is using Big Mac Index for measuring international parity of McDonald's products. Explain Big Mac Index and calculate Big Mac Index from the following information: Big Mac Price in Local Currency = 12.5 Chinese Yuan Big Mac Prices in US Dollar = 3.57 Implied PPP of USD = 3.50 Actual dollar exchange rate = 6.83		
Section D		2Qx15M=	
Read, Analyze and Answer the Questions given at the end of the caselet		30 Marks	
Q	<p>Read and Analyze the description of Ebixcash:</p> <p>An Ebix Group initiative, EbixCash is emerging as the airport of financial transactions in India. With a 'Phygital' strategy (physical experience with digital backend) that combines more than 3,20,000 physical distribution outlets to an Omni-channel online digital platform, EbixCash has established India's largest end-to-end financial exchange today, conducting in excess of \$18 Billion in</p>		CO4

GMV with a product diversity that expands B2C distribution, B2B, back end systems ensuring leadership in digital payments solutions, money transfer services (domestic & international), travel, insurance and corporate & incentive solutions.

EbixCash initiated and pioneered the concept of 'digital cash' to the Indian consumer and various business entities, heralding the beginning towards enabling a less-cash transacting society. We have, over the last few years, acquired more than 10 companies spanning foreign exchange, remittance, education and travel amongst others. Our portfolio of products can be accessed digitally anywhere as also across its distribution outlets spread over 5,500+ cities, towns, headquarters and villages.

EbixCash co-branded Prepaid Card (enabled by Visa and MasterCard and Rupay) in association with Banking Partners delivers a simple and efficient payment solution for customers.

EbixCash's Forex operations have emerged as a dominant leader in India's Foreign Exchange business with operations in 29 international airports, 12 ports, hundreds of corporates, Hotels, DFS, temples, educational institutes etc., conducting over \$ 5 Billion in gross transaction value per year.

Our inward remittance business in India conducts in excess of \$6.5 Billion (70% of India's cash to cash business) gross annual remittance business, confirming our undisputed leadership position in India, encompassing all top players like Western Union, MoneyGram and Ria.

Established leadership position in many Financial Technology areas - Lending wherein 32 banks use our technology and Asset & Wealth management where we are leaders not only in India, but also in Middle-east, Philippines, Mauritius and other regions. Our Travel Technology boasts of clients like Cox & Kings, Thomas Cook, Carlson Wagonlit, FMCG, ITH, etc.

EbixCash's investments in asset-light technology start-ups like Routier and AHA taxis have positioned us as a key player in niche and emerging sectors like trucking logistics (Uber of trucking) and intercity corporate and consumer cab travel respectively.

Our travel portfolio is also one of Southeast Asia's leading travel exchange with over 2,200+ employees, 212,450+ agent network, 25 branches and over 10,000 corporate clients; processing an estimated \$ 4 Billion in gross merchandise value per year.

EbixCash has inked a Joint venture with BSE for insurance related services (received IRDA approval to sell insurance through not only traditional agents but also through mom and pop shops at the last mile on 8.5 inch devices, self-certification) and then power, backend technology for insurance companies and brokers in terms of claims, policy administration, underwriting, multi-quoting, compliance, order-entry, binding of policy, signature, reinsurance etc. (Ebix is already the world's largest insurance exchange).

EbixCash's Ask a doctor provides the most comprehensive source of interactive, consistent, and credible healthcare information available today.

EbixCash's SmartClass E-learning venture with more than 70,000 content classrooms is one of India's fastest-growing and leading E-learning companies.

Q.1 Analyze the overall competitive advantage of Ebixcash using Five Force Model.

Q.2 Conduct a SWOT Analysis and provide strategic solutions.