



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2022**

**Course: International Business**

**Program: BBA ALL**

**Course Code: INTB 2013**

**Semester: III**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

- *Your answers must be “brief & to the point”.*
- *You may use a calculator if required. Cellphones / Tablets / Laptops / Books / Notes etc. are NOT allowed.*

**SECTION A**  
**10Q x 2M = 20 Marks**

S. No.		Marks	CO
Q 1.	Define ‘absolute advantage.’	2	CO1
Q 2.	Define ‘comparative advantage.’	2	CO1
Q 3.	Which economists are regarded as having developed the theory of (a) ‘absolute advantage’ and (b) ‘comparative advantage?’	2	CO1
Q 4.	Define ‘national competitive advantage.’	2	CO1
Q 5.	What is a Production Possibility Frontier/Curve (PPF)?	2	CO1
Q 6.	Define ‘international product life cycle?’	2	CO1
Q 7.	What is an MNC?	2	CO1
Q 8.	Define ‘regional economic integration/trade blocs.’	2	CO1
Q 9.	What is Foreign Direct Investment (FDI)?	2	CO1
Q 10.	What is Foreign Institutional Investment (FII)?	2	CO1

**Please Turn Over**

**SECTION B**  
**4Q x 5M = 20 Marks**

<b>Q 11.</b>	Illustrate a free-hand indicative diagram for the US Production Possibility Frontier/Curve (PPF) when it produces 2 goods: (1) beer, and (2) coffee. <i>Show any NOT attainable combination of goods for <u>domestic production</u>.</i>	<b>5</b>	<b>CO1</b>
<b>Q 12.</b>	After finding out that most of the developing countries have runways made of asphalt instead of concrete, Boeing 737 reconsidered a few things to expand their business internationally. Briefly explain what kind of reconsiderations were adopted in the Boeing 737 model?	<b>5</b>	<b>CO3</b>
<b>Q 13.</b>	Briefly explain why Starbucks failed in Australia?	<b>5</b>	<b>CO3</b>
<b>Q 14.</b>	According to the United Kingdom's (UK) Office for National Statistics data, for the period of 2018–2021, China had emerged as a major source for the UK imports. Briefly explain why this might have happened, referring to BREXIT, i.e., the UK referendum of exiting European Union?	<b>5</b>	<b>CO2</b>

**SECTION C**  
**3Q x 10M = 30 Marks**

<b>Q 15.</b>	<b><u>COMPULSORY</u></b> <span style="float: right;"><u>[2 marks each]</u></span>  State FIVE (5) differences between Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII)? <i>Discuss with relevant examples.</i>	<b>10</b>	<b>CO1</b>
<b>Q 16.</b>	<b><u>COMPULSORY</u></b> <span style="float: right;"><u>[2 marks each]</u></span>  What are the FIVE (5) levels of trade blocs <i>aka</i> regional economic integration? <i>Briefly explain each of them.</i>	<b>10</b>	<b>CO1</b>
<b>Q 17.</b>	<b><u>ATTEMPT ANY ONE</u></b>  In an hour, Soumyajit can attend TWO (2) different academic seminars <u>or</u> teach ONE (1) class. On the other hand, Anshuman can attend THREE (3) different seminars <u>or</u> teach ONE (1) class.  <i>Show your work in simple unitary method.</i>  <b>17.1.</b> Who has absolute advantage in attending seminars, and who has comparative advantage in teaching? <span style="float: right;"><u>[5 marks each]</u></span> <b>OR</b> <b>17.2.</b> Who has comparative advantage in attending seminars, and who has absolute advantage in teaching? <span style="float: right;"><u>[5 marks each]</u></span>	<b>10</b>	<b>CO3</b>

**Please Turn Over**

**SECTION D**  
**2Q x 15M = 30 Marks**

<p><b>Q 18.</b></p>	<p><b><u>COMPULSORY</u></b></p> <p>Illustrating a free-hand indicative diagram/set of diagrams, discuss about Raymond Vernon's theory of <i>International Product Life Cycle</i> regarding international business. [10 marks]</p> <p><i>Analyze the theory with an example/a set of examples.</i> [5 marks]</p>	<p style="text-align: center;"><b>15</b></p>	<p style="text-align: center;"><b>CO4</b></p>
<p><b>Q 19.</b></p>	<p><b><u>ATTEMPT ANY ONE</u></b></p> <p><b>19.1.</b> Illustrating a free-hand indicative diagram/set of diagrams, discuss about Michael Porter's 'Diamond Model' of <i>National Competitive Advantage</i> regarding international business. [10 marks]</p> <p><i>Analyze the model with an example/a set of examples.</i> [5 marks]</p> <p><b>OR</b></p> <p><b>19.2.</b> Illustrating a free-hand indicative diagram/set of diagrams, discuss about Geert Hofstede's value dimensions of <i>Cultural Framework</i> regarding international business. [10 marks]</p> <p><i>Analyze the framework with an example/a set of examples.</i> [5 marks]</p>	<p style="text-align: center;"><b>15</b></p>	<p style="text-align: center;"><b>CO4</b></p>