Name: **Enrolment No:**	UPES University of Tomorrow

UPES
End Semester Examination, Dec 2024

Programme Name : BBA-LLB-H-V, BCOM-LLB-H **Semester : XI**
Course Name : International Business **Time : 03 hrs**
Course Code : INTB3001 **Max. Marks: 100**
No. of page(s) : 03
Instruction: There are question choices in Q7 & Q9. One question need to be attempted out of a or b.

SECTION A
10Qx1M=10Marks

S. No.		Marks	CO
Q 1	**Fill in the blanks:** A. A _______ agreement allows a company to grant another the right to use its intellectual property in a foreign market. B. The _______ effect can cause inventory fluctuations along the supply chain due to demand shifts. C. _______ and _______ are strategic approaches in managing international risks in the supply chain. D. A _______ involves the creation of a new business by two companies from different countries. E. _______ _______ involves leveraging the Internet to conduct commercial transactions. F. _______ _______ _______ allows for real-time tracking and data collection from connected devices in a supply chain. G. _______ intelligence is crucial for managing cross-cultural teams effectively. H. _______ is a scenario where businesses avoid particular activities to sidestep associated risks. I. _______ and _______ aid businesses in navigating global trade by setting international standards. J. _______ sourcing involves acquiring goods from multiple countries to optimize costs.	**10**	**CO1**

SECTION B
4Qx5M= 20 Marks

Q 2	What role does the WTO play in facilitating international trade?	**5**	**CO2**
Q 3	Compare the legal and regulatory challenges faced by businesses operating in different economic systems.	**5**	**CO2**
Q 4	How can businesses mitigate risks in politically unstable regions?	**5**	**CO3**
Q 5	Explain the Heckscher-Ohlin theory of international trade and its relevance today	**5**	**CO2**

SECTION-C **2Qx10M=20 Marks**			
Q 6	How does globalization affect the supply chain, and what strategies can businesses use to overcome its challenges?	**10**	**CO3**
Q 7	a-How can firms use cross-cultural communication to enhance international negotiations? OR b-Discuss the ethical dilemmas that multinational corporations face when operating in countries with weak labor laws. Provide examples.	**10**	**CO4**
SECTION-D **2Qx25M= 50 Marks**			
Q 8	How do companies address bribery and corruption in international business? Provide examples of best practices.	**25**	**CO4**
Q 9	a-Explain the role of international organizations such as the IMF and World Bank in supporting global economic development. OR b-Discuss the impact of global environmental regulations on international businesses. How do companies ensure compliance while maintaining competitiveness?	**25**	**CO4**