

+4BBE 8/5/19 Sem - VI

(2½ Hours)

[Total Marks: 75]

Note: All Questions are Compulsory with Internal Options  
Figures to the right indicate total marks to the question.

Q1. A Fill in the blanks (Any Eight)

- 19
- i. .... Occurs when two businesses based in two or more countries form a partnership. 8
- a. Joint Venture
  - b. Franchise
  - c. Mergers and Acquisition
- ii. .... are transactions in which the ownership of companies or their operating units are transferred or consolidated with other activities.
- iii. .... deals with the volume and price of money in the economy.
- a. Industrial policy
  - b. Fiscal Policy
  - c. Monetary Policy
- iv. .... are designs and names officially registered by which business people designate and differentiate their products.
- a. Patent
  - b. Trademark
  - c. Copy right
- v. .... is defined as the process of reentry of the individuals in to their home country after living abroad for some time.
- a. Expatriation
  - b. Immigration
  - c. Repatriation
- vi. EPCG scheme is applicable for
- a. Capital goods
  - b. Technology
  - c. Raw Materials
- vii. .... is issued when goods are sent by air
- a. Bill of lading
  - b. Shipping bill
  - c. Airway bill
- viii. In the ..... approach, organization favor development of a particular region rather than home or host countries.
- a. Regiocentric
  - b. Polycentric
  - c. Ethnocentric
- ix. APEC consists of ..... member nations
- a. 19
  - b. 21
  - c. 18
- x. UNCTAD is headquartered in.....
- a. Washington
  - b. Manila
  - c. Vienna.

- B. State whether the following is True or False (Any Seven)
- There are limited restrictions in domestic market.
  - PEST analysis is concerned with the key external environment influences on business.
  - IMF was established on 1<sup>st</sup> Jan 1995
  - The European Union is a politico economic union of 28 member states that are primarily located in Europe.
  - Undifferentiated market strategy is characterized by market aggregation
  - Expatriation means migration from your native country in order to settle in another.
  - Uniform rules for combined transport documents are issued by International Chamber of Commerce London.
  - Dumping refers to buying goods at low prices abroad and selling at high prices locally.
  - DTA sale is not allowed at all for EOU units.
  - Services Exports from India Scheme shall apply to service providers located in India instead of Indian Service Providers.

- Q2. A Define International Business. Distinguish between domestic and international business. 8  
 B What are the effects of globalization in Indian Economy? 7  
 OR  
 C Discuss briefly the strategies for going global. 8  
 D What is Trans National Corporation? Explain in brief. 7

- Q3. A Define Economic Integration. What are the levels of economic integration. 8  
 B Explain the role and objectives of ADB 7  
 OR  
 C Explain the Principles of WTO 8  
 D What are the determinants of market selection. Explain in brief. 7

- Q4. A Briefly describe the process of export documentation. 8  
 B What are the challenges related to expatriation and repatriation. 7  
 OR  
 C Examine the basis of market segmentation. 8  
 D From the following data calculate minimum FOB Price to be quoted in USD 7

Cost of materials	Rs 1,06,000
Cost of Labour	Rs 35,000
Local Transport	Rs 6,000
Packing Charges	Rs 3,000
Expected Profit	10% of FOB Cost
Duty Draw Back	10% of FOB Price
Conversion Rate	1\$ = Rs 65

- Q5. A Explain Duty Draw Back under FTP 2015-2020 8  
 B Enlist the major steps in ISO 14001 certification. 7  
 OR  
 C Write short notes on (Any Three) 15  
 i. Exchange Control Provisions for Imports  
 ii. NICHE Marketing  
 iii. BRICS  
 iv. Town of Export Excellence  
 v. GATS