

Name:
Enrollment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End-Term Examination (Online) – December 2020

Program: BBAFT
Subject/Course: International Business
Course Code: INTB3001

Semester : III
Max. Marks: 100
Duration: 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrollment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

	Section A – 30 marks	Marks	COs
1.	What is the right sequence of internationalization? a. Domestic, Transnational, Global, International, Multinational b. b. Domestic, International, Multinational, Global, Transnational c. Domestic, Multinational, International, Transnational, Global d. d. Domestic, International, Transnational, Multinational, Global	5	CO1
2.	The theory of Absolute Cost Advantage was given by a. David Ricardo b. Adam Smith c. F W Taylor d. Ohlin and Heckscher	5	CO1
3.	_____ is the application of knowledge which redefines the boundaries of global business a. Cultural Values b. Society c. Technology d. Economy	5	CO1
4.	Key controllable factors in global marketing are _____ a. Government policy and legislation b. social and technical changes c. marketing activities and plans d. all of the above	5	CO1
5.	_____ corporation produces in the home country or in a single country and focuses on marketing these products globally or vice a versa. a. Global b. International c. Transnational	5	CO1

	d. None of the above		
6.	Trans-nationality Index is made up of which ratios: a. Foreign sales to Total sales b. Foreign assets to Total assets c. Foreign employment to Total employment d. All of these	5	CO1
Section B – 50 marks			
Q1.	Differentiate between National and international trade. How relevant is international trade in the growth of an economy or country. Explain with the help of appropriate examples.	10	CO1
Q2.	Considering an example of a product (particular industry), discuss Porter’s Theory of Competitive Advantage. Porter had framed it after taking example of 100 companies from 10 developed countries. Is it applicable in developing economy too? Explain.	10	CO4
Q3.	What do you understand by term ‘Globalization’? Explain the concepts in by undertaking example of prominent multinational companies.	10	CO1
Q4.	What factors are necessary for a multinational company to analyze before it decides to enter the international market. How does the presence of MNC benefits host country? Share examples for while explaining above.	10	CO2
Q5.	“International Product Life-Cycle Theory seeks to explain how a company will begin by exporting its products and eventually undertake foreign direct investment, as the product moves through its life cycle.” Explain the statement with various stages and diagram.	10	CO3
Section C – 20 marks			
Q1.	“Recent confrontation with China in Galwan Valley has raised the tension between Indian and China on political and economic front. China had similar tensions with America on economic front for last few years.” Do explain how the two factors mentioned in the statement impact international business in general. Can India be able to take some advantage in terms of increase in trade with US or becoming independent! Discuss.	20	CO 4