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SEAT No. :

P2084

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[5802] - 404

S.Y. B.B.A.

**GC 404 : INTERNATIONAL BUSINESS MANAGEMENT
(2019 Pattern) (Semester - IV)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions :

[5 × 1 = 5]

- i) Which of the following is not a classical theory of International Trade?
 - a) Theory of Absolute Cost Advantage
 - b) Theory of Comparative Cost Advantage
 - c) Heckscher - Ohlin Theory
 - d) Porter's National Competitive Advantage
- ii) Leontif Paradox is an empirical testing of which theory?
 - a) Theory of Absolute Cost Advantage
 - b) Theory of Comparative Cost Advantage
 - c) Heckscher - Ohlin Theory
 - d) Michael Porters Diamond Model
- iii) Which of the following is not a part of Foreign Direct Investment Modes.
 - a) Green Field Investment
 - b) Brown Field Investment
 - c) Mergers and Acquisition
 - d) Sole Proprietor
- iv) World Bank formerly known as " _____ " whose primarily aims to Finance Economic Development.
 - a) International Bank for Reconstruction and Development
 - b) International Bank for Development
 - c) International Bank for Service
 - d) International Bank for Foreign Investment
- v) NAFTA is an agreement between all of the following countries except.
 - a) United State
 - b) Mexico
 - c) Great Britain
 - d) Canada

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- B) Match the following : [5 × 1 = 5]
- | | |
|---------------------|--------------------------------------|
| i) Adam Smith | a) Diamond Model |
| ii) Michael Porter | b) Maastricht Treaty |
| iii) European Union | c) Theory of Absolute Cost Advantage |
| iv) SAARC | d) Maldives |
| v) Globalization | e) Foreign Market |
- C) Answer in one sentence. [5 × 1 = 5]
- What is Globalization?
 - Write the name of the Researcher who written theory of Comparative Cost Advantage.
 - What is Foreign Direct Investment?
 - What is Certificate of Origin?
 - Who provides bill of lading?
- D) Fill in the blanks. [5 × 1 = 5]
- Rapid integration or inter - connection between countries is known as _____.
 - On 1st Jan. 1995 " _____ " Organisation Comes in the picture.
 - _____ company produces, Market, Invests and operates across the world.
 - IBRD stands for " _____ "
 - A country has an _____ in the production of a product when it is more efficient than any other country at exporting it.

Q2) Write long answers (Solve any 3 out of 5) : [3 × 10 = 30]

- Explain in details "David Recardo's Theory of Comparative Cost Advantage".
- Explain in details Determination of Exchange rate - fixed, Flexible and Managed.
- Explain in details Components of "Balance of Payment".
- What is export promotion schemes? Explain all schemes in details.
- Contribution of WTO in Indian Economic Development Explain in details.

Q3) Write short answers (Solve any 4 out of 6) :

[4 × 5 = 20]

- a) Explain porters Diamond Model in details.
- b) What is Culture? Explain Components of Culture.
- c) What is Foreign Exchange Market? Explain players of the Foreign Exchange Market.
- d) Write WTO Functions.
- e) What is the European Union.
- f) Components of Globalization.

