

Total number of printed pages-7

14 (COM-4) 4-22

2017

INTERNATIONAL BUSINESS

Paper : 4-22

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Choose the correct option : $1 \times 7 = 7$

(a) The establishment of which of the following institution was not proposed at the Bretton Woods Conference in July 1944.

- (i) International Monetary Fund
- (ii) International Bank for Reconstruction and Development
- (iii) International Trade Organisation
- (iv) General Agreement on Tariffs and Trade.

Contd.

(b) _____ is a transport document by the shipping company to the shipper and the legitimate holder of this document is entitled to claim ownership of the goods covered therein.

(i) Packing list

(ii) Bill of Lading

(iii) Commercial Invoice

(iv) Letter of Credit.

(c) Which of the following country is not a founding member of SAARC ?

(i) Sri Lanka

(ii) Pakistan

(iii) Afghanistan

(iv) India.

(d) Where was India's first Export Processing Zone (EPZ) set up ?

(i) Kandla

(ii) Santa Cruz

(iii) Cochin

(iv) Visakhapatnam.

(e) According to Hofstede's cultural dimensions, a culture low in _____ dimension shows an appreciation of values like modesty, caring, compromise etc.

(i) Power Distance Index (PDI)

(ii) Individualism vs Collectivism (IDV)

(iii) Masculinity vs Femininity (MAS)

(iv) Uncertainty Avoidance Index (UAI).

(f) The Flipkart-Myntra share deal is an example of —

- (i) Joint Venture
- (ii) Merger and Acquisition
- (iii) Strategic Alliance
- (iv) Consortium.

(g) _____ Contracts are standardized contracts traded on organized markets for a specific delivery date only.

- (i) Forward
- (ii) Future
- (iii) Options
- (iv) Swap.

2. Write short notes on : **(any five)**

5×5=25

- (i) Foreign Exchange Exposure
- (ii) Western Union Money Transfer

(iii) Letter of credit

(iv) G-20

(v) International Monetary Fund

(vi) Reverse Merger

(vii) Synergy.

3. Elaborate the EPRG strategy adopted by multinational companies in conduct of their business. Also, explain the role of internet as a market entry strategy of MNCs. Provide relevant examples for each of the cases.

6+6=12

OR

Illustrate with examples the various forms of regional economic integration. Write about *two* regional trade blocs of which India is a member country.

6+6=12

4. Explain the Dispute Settlement Mechanism of the WTO. 12

OR

Critically analyse the role and conduct of the WTO from the perspective of a developing country. Write a note on Intellectual Property Rights (IPRs) as per the regulations laid down by WTO. 6+6=12

5. Why do corporations go international? Cite some reasons. Define International Strategic Alliance with relevant examples. How is it different from International Joint Ventures? 3+6+3=12

OR

Describe the various types of bank finance and assistance provided by the Government of India to the international marketers from the country. Also, explain the functions of the institutions assigned for this purpose. 7+5=12

6. Define Foreign Institutional Investor. What are its various types? Discuss the role of FIIs in the economy of a nation.

3+4+5=12

OR

Write a note on rupee convertibility stating its implications in the Indian foreign exchange market.

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