Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program 2018 SYBBA | **School of Commerce and Management** | **Department: Management**

Course Code: MBC206 | **Course Title: Introduction to International Business** | **Semester – Even (IV)**

Day and Date Thursday 26/12/19 | **End Semester Examination** | **Time: 3 hrs, Max Marks: 100** 2.30 pm to 5.30 pm

Instructions: 1) All Questions are compulsory.

			Marks	Level	COs
Q.1		Answer the following			
	a)	True or False. Any 5 out of 6	10		
		1. A multinational enterprise (MNE) is any business that exports or imports products from other countries.		L1	CO1
		2. The globalization of the world economy has resulted in a relative increase in the dominance of U.S. firms in the global marketplace.		L1	CO1
		3. Internal forces are forces that cannot be controlled by the management.		L1	CO2
		4. Comparative cost advantage theory is also known as Ricardian Theory.		L1	CO2
		5. WTO was established in 1995.		L1	CO3
		6. Tariffs are a type of protectionist trade barrier that can come in several forms.		L1	CO3
	b)	Define the following terms in short. Any 5 out of 6	10	L1	CO1
		1. Multinational Company.		L1	CO1
		2. Protectionism.		L1	CO2
		3. Franchise.		L1	CO2
		4. Preferential Trade		L1	CO3
		5. Embargo.		L1	CO3
		6. Anti Dumping Duty.			
Q.2		Answer the following			
	a)	Discuss the features of International Business.	10	L2	CO1
		OR			
	a)	Differentiate between International and Domestic Business.	10	L2	CO1
	b)	Examine the EPRG framework along with suitable examples	10	L3	CO2
		OR			
	b)	Carry out a PESTLE Analysis of any MNC of your choice.	10	L3	CO2

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Q.3 Answer the following

a) The table presented below shows the number of cars and bikes that the Germany and China can produce with the same amount of resources. 10 L3 CO3

	Cars	Bikes
German	1000	100
China	200	2000

1. Identify which country has an Absolute Advantage in : a) Cars b) Bikes. Why?
2. What are the opportunity costs of both products incurred by both countries respectively?
3. Identify which country has comparative advantage in: a) Cars b) Bikes. Why?
4. If Germany and China decide to trade amongst each other, what will be the terms of trade?

OR

a) Demonstrate the International Product life Cycle stages of Coca-Cola. 10 L3 CO3

b) Review the following statement:- "Despite its challenges, globalization has led to one of the most peaceful and productive times in world history" - Mike Quigley 10 L4 CO4

OR

b) Analyze the key drivers of globalization in Indian economy. 10 L4 CO4

Q.4 Answer any Two

a) Discuss the objectives of World Bank. 10 L2 CO5

b) Describe the functions and objectives of IMF 10 L1 CO5

c) Discuss the Special Drawing Rights (SDR) 10 L2 CO5

Q.5 Answer any Two

a) Discuss the types of Regional Economic Groupings. 10 L2 CO6

b) Classify various Non Tariff Barriers. 10 L2 CO6

c) Write short note on SAARC 10 L2 CO6

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