



Sanjay Ghodawat University, Kolhapur

2018-19

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

Year and Program

School of Commerce and

Department: Management

2018 SYBBA

Management

Course Code MBC206

Course Title: Introduction to
International Business

Semester – Even (IV)

Day and Date Sat 4th day
25-05-2019

End Semester Examination

Time: 3 hrs, Max Marks: 100

2:30 to 5:30 pm

Instructions: 1) All Questions are compulsory,

		Marks	Level	COs
Q.1				
a)	True or False. Any 5 out of 6	10	L1	CO1, CO2, CO3
	1. Changes in the judicial system are an aspect of legal environment.			
	2. Capitalism is an economic system based on the principle of free private enterprise.			
	3. If the opportunity costs of producing two goods differ between two countries, then specialization and free trade will benefit both countries.			
	4. Vernon has given us the theory of Absolute Cost Advantage.			
	5. A shift towards a more integrated and interdependent world economy is referred to as Globalization.			
	6. A firm does not have to become a Multinational enterprise to engage in International Business.			
b)	Define the following terms in short. Any 5 out of 6	10	L1	CO4, CO5, CO6
	1. Free Trade.			
	2. Host Country.			
	3. Business Environment.			
	4. International Company.			
	5. Quota.			
	6. Embargo.			
Q.2	Answer the following			
a)	Discuss the factors motivating a domestic company to enter the International Business.	10	L2	CO1
	OR			
a)	Identify the stages of Internationalization of any MNC of your choice.	10	L1	CO1
b)	The buying and consumption habit of consumers all around the world is highly influenced by their respective culture. Discuss whether you agree or disagree.	10	L2	CO2
	OR			
b)	Carry out a PESTLE Analysis of any MNC of your choice.	10	L3	CO2

Q.3 Answer the following

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- a) The table presented below shows the number of automobiles and computers that the United States and France can produce with the same amount of resources. 10 L3 CO3

	Automobiles	Computers
US	120	60
France	100	55

1. Identify which country has an Absolute Advantage in :
a) Automobiles b) Computers. Why?
2. Calculate the Opportunity costs of both products incurred by both countries respectively.
3. Identify which country has an Comparative Advantage in :
a) Automobiles b) Computers. Why?
4. If France and US decide to trade amongst each other, what will be the terms of trade?

OR

- a) Illustrate in detail the International Product life Cycle stages of iPhones. 10 L3 CO3
- b) Review the following statement:-
Globalization kills the domestic business and industry, particularly in developing countries like India. 10 L4 CO4
- OR
- b) Examine the following quote:-
"Arguing against Globalization is like arguing against Laws of Gravity"- Kofi Annan 10 L4 CO4

Q.4 Answer any Two

- a) Discuss: IMF- lender of last resort 10 L2 CO5
- b) List out the Functions and Objectives of World Bank 10 L1 CO5
- c) Differentiate between GATT and WTO 10 L1 CO5

Q.5 Answer any Two

- a) Distinguish between Tariff and Non-Tariff Barriers 10 L2 CO6
- b) Elaborate the levels of Regional Economic Integration. 10 L2 CO6
- c) What are the advantages and Disadvantages of Free Trade amongst countries? 10 L2 CO6

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