

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA- SEMESTER - III-EXAMINATION- SUMMER-2023

Subject Code: 3539203

Date: 01/07/2023

Subject Name: International Business

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make Suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description		Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Globalization (b) FEMA (c) Bi-Lateral Agreement (d) WTO (e) Expatriate (f) E-Commerce (g) SCM		14
Q.2	(a)	Explain the differences between Domestic Business and International Business.	07
	(b)	Company's culture is the product of a company's values, expectations and environment. Cultural differences affect the businesses in every country. Give arguments in support of the statement.	07
		OR	
	(b)	What is political risk? Discuss various types of political risks and its consequences.	07
Q.3	(a)	Explain all INCO terms in detail.	07
	(b)	DGFT, Export Promotion Councils, Commodity Boards are important part of Institutional Infrastructure for export in India. Justify the statement by explain the role of these institutions.	07
		OR	
Q.3	(a)	What is Letter of Credit? What are the types of Letter of Credit?	07
	(b)	What is Foreign Exchange? What are the determinants of Foreign Exchange?	07
Q.4	(a)	Explain the Import Export procedure in detail.	07

	(b)	Explain the Country Evaluation and selection process for any product of your choice.	07
		OR	
Q.4	(a)	What are various modes of Payment in International Trade?	07
	(b)	What is organization structure? Discuss few common organizational structures for international business?	07
Q.5		<p>CASE STUDY: Micro Small and Medium Enterprises (MSMEs) play a vital role in the country's economic development. In conjunction with the current economic situation due to COVID - 19, the government is devoting and designing the SME development plan to assist the SMEs to meet the existing as well as new business challenges in the competitive global business environment. The Indian MSME sector is the backbone of the national economic structure and has unremittingly acted as the bulwark for the Indian economy, providing it resilience to ward off global economic shocks and adversities. They have been able to provide employment to around 120 million persons and contribute around 45% of the overall exports from India. Globalization has made the economy of a nation more exposed to any unfavorable events or crisis since the market has becoming less segmented. The impact of COVID – 19 has spread out to almost every nation in the world that has opened their door for international business. Most country has experienced the mist of recession as businesses are slowing down, productions are diminishing, unemployment rate climbing up, bearish capital market and capital flows stalled. India experienced similar symptoms and MSMEs were hit hard. MSMEs, small in its assets, working capital, skilled workforce etc, are affected in larger degree especially those involved with trading and supplying products or services to other businesses. Lower cash flows and limited financing are the major challenges faced by the MSMEs during this bearish period. Nevertheless, the government has recognized the importance of MSMEs for the economy and has implemented various policies, action plans and programs to assist them in these difficult circumstances. To be more effective, they should be combined with another set of policies: government interventions at the national level and specific schemes to build up the technological capabilities of MSMEs. Internal strengths of the MSMEs because of the continuous development and innovation as well as knowledgeable workforce has also contributed to their resilient.</p>	

	(a)	Considering the above fact, what economic factors would you consider before entering in International Business in recent situation		07
	(b)	Considering the given problems to MSMEs, which entry options are available to enter in International market?		07
		OR		
Q.5	(a)	Given the current situation, what kind of cross-national co-operations & agreements Indian government can do to support MSME of India?		07
	(b)	Looking at the present situation, set the proper marketing strategy for the manufacturer of Plastic kitchenware items.		07
