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No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY
TY BBA (ITM) SEM-VI EXAMINATION
Saturday, 9th April, 2016
International Business Environment
UM06EBBI08

Time: 10:30A.M to 12:30 P.M

Marks: -60

Note: - 1) Figures to the right hand side of the question indicate their marks.
2) Draw diagrams and give examples wherever necessary.

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| Q-1 Define international business. Discuss the various components of international business environment. | 15 |
| OR | |
| Q-1(a) Describe the nature and structure of economy policy. | 08 |
| (b) Write a short note on economic environment and business. | 07 |
| Q-2 Discuss the political and regulatory environment in detail. | 15 |
| OR | |
| Q-2 Describe the technological environment in brief. | 15 |
| Q-3 Describe the different organizational structures with its strength and weaknesses. | 15 |
| OR | |
| Q-3(a) Describe the factors contributing to the growth of the globalization in India. | 08 |
| (b) What are the obstacles to the globalization in India? | 07 |
| Q-4 Write a short note on Indian Patent Law and Uruguay Round (UR) agreement. | 15 |
| OR | |
| Q-4. Elucidate the concept, objectives and types of Intellectual Property Right. | 15 |

@@@@@ Best of Luck @@@@@