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SEAT No. \_\_\_\_\_

No. of printed pages: 01

**SARDAR PATEL UNIVERSITY**

VALLABH VIDYANAGAR – 388 120

**B.B.A ITM SIXTH SEMESTER (CBCS) EXAMINATION**

**MONDAY, APRIL 10, 2017**

**UM06EBBI08 INTERNATIONAL BUSINESS ENVIRONMENT**

**TIME: 10.00 A.M. TO 12.00 P.M.**

**TOTAL MARKS: 60**

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Explain the economic environment with respect to nature of the economy, structure of the economy and economic policies. (15)
- OR
- Q.1 Briefly explain the overview of International Business Environment and Discuss in detail the concept of Economic Environment and business. (15)
- Q.2 Elucidate in detail the Political and Regulatory Environment of International Business. (15)
- OR
- Q.2 Clarify the Socio-Cultural environment of International Business. (15)
- Q.3 Write a detailed note on factors contributing to the growth of globalization and obstacles to globalization-The Indian Experience. (15)
- OR
- Q.3 Explain the Global Area Organizational Structure and Global Product Organizational Structure of designing global organizations with their strengths and weaknesses. (15)
- Q.4 Explicate the concept and objectives of Intellectual Property Rights and explain various types of Intellectual Property Rights. (15)
- OR
- Q.4 Write a note on Indian Patent law and Uruguay Round (UR) Agreement. (15)

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