

SEAT No. _____

No. of Printed Pages: 01

[5]

SARDAR PATEL UNIVERSITY
B.B.A (ITM) – SEM VI (4 YEAR) EXAMINATION
International Business Environment
UM06EBBI08

Date: 10-04-2018, Tuesday

Time: 10:00 a.m. to 12:00 p.m.

Total Marks: 60

Q. 1 What is International Business? Give the overview of various components of the International Business. [15]

OR

Q. 1 [A] Describe the nature and structure of economic policy. [08]

[B] Write a short note on economic environment and business. [07]

Q. 2 Explain political and regulatory environment in detail. [15]

OR

Q. 2 Discuss the Socio- Cultural environment of international business. [15]

Q. 3 Write a short note on different organizational structure with its strengths and weakness. [15]

OR

Q. 3 Describe various factors contributing to the growth of globalization and obstacles to globalization – The Indian Experience. [15]

Q. 4 Write a short note on Indian Patent law and Uruguay Round Agreement. [15]

OR

Q. 4 What is Intellectual Property Right? Explain the concept, types and objectives of Intellectual property Right. [15]
