

No. of Printed Pages : 4

SARDAR PATEL UNIVERSITY

B.B.A. (ITM) Semester- VI

TUESDAY, 10th MAY 2016

SUBJECT: INTERNATIONAL BUSINESS ENVIRONEMENT - UM06EBBIO8

Time: 2.30 PM TO 4.30 PM

Total: 60 Marks

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| Q-1 | What is international business? Explain its components. | (15) |
| | OR | |
| Q-1 | What do you mean by Economic Environment? Describe the nature and structure of the economy. | (15) |
| Q-2 | Write detailed note on "Technological Environment" | (15) |
| | OR | |
| Q-2 | Describe in brief the Socio-cultural Environment. | (15) |
| Q-3 | What is different organizational structure? Explain its strengths and weaknesses. | (15) |
| | OR | |
| Q-3 | (A) Write a note on "Obstacles to the globalization in India" | (08) |
| | (B) Describe the various factors contributing to the growth of globalization in India. | (07) |
| Q-4 | What do you mean by Intellectual Property Rights? Explain its types and objectives. | (15) |
| | OR | |
| Q-4 | Write a detailed note on "Indian Patent Law and Uruguay Round Agreement" | (15) |

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