

EXAM SEAT NO:

[1318A75]

SARDAR PATEL UNIVERSITY
M. COM. (CBCS) (FOURTH SEMESTER)

MONDAY, 3RD APRIL, 2017.

TIME: 2.00.P.M. TO 05.00.P.M.

COURSE TITLE: INTERNATIONAL BUSINESS ENVIRONMENT

COURSE CODE: PB04CCOM01

MAXIMUM MARKS: 70

1. ALL QUESTIONS CARRY EQUAL MARKS.

2. FIGURES TO THE RIGHT INDICATE MARKS OF THE QUESTION.

SECTION-I

QUE: 1 What is International Business and International Business Environment? Write a detailed Note on the different External Factors affecting the International Business Decisions. (18)

OR

QUE: 1. How the International Business Environment can be considered as a System Approach? Explain the Significance and different Characteristics of International Business Environment. (18)

QUE: 2 What is Foreign Investment? Explain the various types of foreign Investment with appropriate examples. Why the Foreign Investment is very much essential for the development of the country? (17)

OR

QUE: 2 Write a Note on the factors affecting the Foreign Investment and also discuss the Foreign Investment in India by different companies. (17)

SECTION-II

QUE: 3 What is Multinational Companies? Discuss the different Organizational Models of **MNCs**. What are the different advantages and Disadvantages of Multinational Companies? (18)

OR

QUE: 3 Write a Note on Uruguay Round and the Salient Features of UR Agreement. (18)

QUE: 4 Write a Note on Export Promotion and NAFTA (17)

OR

QUE: 4 What is International Commercial Terms? Explain the EX-WORKS, DDP and the CIF. (17)