

Total number of printed pages-4

14 (COM-4) 4·21 (O)/4·22 (N)

2016

INTERNATIONAL BUSINESS

(Old and New Course)

Paper : 4·21(O) / 4·22 (N)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer as directed : 1×5=5

(A) _____ is the process of contracting with foreign firms granting them proprietary right to use technology, copyright, trademarks, brand name etc.

(i) Franchising

(ii) Licensing

(iii) Contract

(iv) None of these

(Fill in the blank with correct option)

Contd.

(B) Council for Trade in Goods, Service and Intellectual property rights, Council for Trade Related intellectual property rights are the three councils in General Council of _____

- (i) WTO
- (ii) TRIMS
- (iii) EEU
- (iv) GATS

(Fill in the blank with correct option)

(C) The North American Free Trade Agreement (NAFTA) came into being on _____

- (i) 1 Jan, 1992
- (ii) 1 March, 1996
- (iii) 1 Jan, 1994
- (iv) 1 March, 1994

(D) In TRIPS, a patent would be applicable for _____

- (i) 10 years
- (ii) 20 years
- (iii) 25 years
- (iv) 30 years

(E) The European Union is an example of _____ integration.

(i) Regional

(ii) Relative

(iii) Global

(iv) Bilateral

(Fill in the blank with correct option)

2. Write short notes on : **(any five)**

5×5=25

(i) Duty entitlement pass books

(ii) Double Taxation Avoidance Agreement

(iii) ADR and GDR as a source of international finance

(iv) Current and Capital account convertibility of currency

(v) Hedging

(vi) Strategic alliance

(vii) Letter of credit.

3. Answer **and five** :

10×5

(i) What are the various strategies for entry and operation in international business? Give suitable examples in brief for each strategy. 10

- (ii) How do MNC's take advantage in emerging economies like India and how do they benefit these economies? 10
- (iii) Define exchange rate mechanism. Discuss exchange rate determination with an example. 4+6=10
- (iv) Discuss the role of various regional trade blocks in boosting up multilateral trade among the nations of Indian Subcontinent. 10
- (v) Discuss the origin of establishment of WTO. State the different functions discharged by the WTO towards promotion of international trade. 3+7=10
- (vi) What are the different kinds of Intellectual property rights? How are the rights procured? 6+4=10
- (vii) What are the different types of foreign investment? Discuss the significance of FDI in promotion of domestic business. 4+6=10
-