

BCH-501

(1)

2. (a) Correlate importance of globalization in

H Roll No.

based Nike, Inc. the world's leading

designer, market

athletic footwear, apparel and equipment

(CO1) B. COM. (H) (FIFTH SEMESTER)

MID SEMESTER EXAMINATION, 2022

INTERNATIONAL BUSINESS

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) Describe International Business. Distinguish between International Business and Domestic Business. (CO1)

OR

(b) Articulate different options used by Patanjali Ayurved Ltd. to entry into markets of Middle East Countries. Justify your answer with the help of suitable examples. (CO1)

P. T. O.

(2)

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2. (a) Correlate importance of globalization in offering its wide range of products by US-based Nike, Inc, the world's leading designer, marketer and distributor of athletic footwear, apparel and equipment in Indian Market. (CO1)

OR

- (b) Define International Business Environment. Discuss briefly the importance of understanding the international business environment. (CO1)

3. (a) "Companies cannot bypass the knowledge of operations of businesses." Summarize this statement in the present context.

(CO1)

OR

- (b) Explain Adam Smith's theory of absolute advantage. How does Ricardo's theory of comparative advantage differ from theory of absolute advantage ? (CO2)

(3)

4. (a) Describe Commercial Policy. List and explain instruments of Commercial Policy. (CO2)

OR

- (b) Demonstrate how non-tariff barriers affect International Trade. Support your answer with the help of suitable examples. (CO2)

5. (a) Define Trade Deficit. How is it different from Current Account Deficit ? (CO2)

OR

- (b) Demonstrate the functions of WTO. Articulate the dispute resolution mechanism of WTO. (CO2)

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