

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination (Online) – July, 2020**

**Program: BBA (Spz-HR)**  
**Subject/Course: International Business**  
**Course Code: INTB 3001**

**Semester: IV**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**IMPORTANT INSTRUCTIONS**

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

		Marks	COs
Q.1	Doing business in a foreign country and employing foreign nationals and locals is a different ballgame altogether. Different mindsets, environments and business ethics all play their roles and pose different challenges for a businessman. <b>Political environment</b> is a major threat specially for an HR perspective. What are all the factors that affect the Political environment of a country and what all political risks can a businessman encounter while entering a foreign market to establish business there?	20	CO3, CO4
Q.2	Entering a foreign market to do international business can sometimes be very tricky and tough. It does need a systematic research of the prevailing situation in that country in order to come out with a strategy to enter for long term business purposes. <b>Franchising and Licencing</b> are two of the many strategies available. What factors would you consider to choose between these two strategies and why?	20	CO3, CO4
Q 3	One of the ways of a secured business transaction between an exporter and importer is the use of “Documentary Credit” or “ <b>Letter of Credit</b> ”. Explain the different methods of payment in international business. How is D/P mode different from D/A payment mode?		

	Which one is more risky for an Exporter?		
Q.4	Many economists have talked about different theories of International Business. But there might be a huge difference between theory and practical. Select any established <b>theory of International Business</b> and do a critical analysis of its basic assumptions, the theory and whether it is applicable in today's world or not. A critical analysis.	20	CO3, CO4
Q.5	With the rising costs, cut throat competition and very little to change strategies to establish business, business houses prefer to go for partnerships or take over of running businesses to enter foreign markets. They usually choose amongst <b>Acquisitions (Brownfield), Mergers or Joint Ventures</b> . Although these strategies sound similar yet are quite different. Bring out the difference amongst the three and correlate with the factors that will influence your choice amongst them.	20	CO3, CO4

**ANSWERS**