

Name:  
Enrolment No:



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

**Program: B B A (F T )**  
**Subject/Course: World Geography and Maor Trade Routes**

**Semester : IV**

**Course Code: EIIB 8201**

**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.*

		<b>Marks</b>	<b>COs</b>
Q.1	Explain the impact of culture on consumption.	20	3
Q.2	Are consumers' perception of products affected by the information concerning the products' country of origin? Analyze	20	4
Q.3	What are the difficulties in using and comparing International Business data from a number of countries?	20	2
Q.4	Explain how population density is useful for analysis of market potential ?	20	1,4
Q.5	Cite the factors that may force a company to modify its packaging for overseas markets.	20	1,3

**ANSWERS**