

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination – January 2022**

**Program: MBA - IB**  
**Subject/Course: International Business**  
**Course Code: INTB 7002**

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

**IMPORTANT INSTRUCTIONS**

1. The student must write his/her name and enrolment no. in the space designated above.

<b>Q.No</b>	<b>Group – A</b> <b>Each question will carry 02 marks. All questions are compulsory</b>	<b>Marks</b>	<b>COs</b>
1	Mention five different types of International Business	2	CO1
2	Mention two important distinction between domestic business and international business	2	CO1
3	Identify two important distinctions between goods and services from an international business perspectives	2	CO1
4	Identify four most important features of international business	2	CO1
5	What are the most important qualities of a successful international business manager?	2	CO1
6	“Tabling a Proposal” – How do you interpret this in UK and US?	2	CO1
7	Mention three important features of Non- Verbal Language	2	CO1
8	“Negotiations Bombed”- How do you interpret this in different country context?	2	CO1
9	Is lobbying expenditure by the MNC’s in India is legal?	2	CO1
10	Do countries trade or firm’s trade?	2	CO1

<b>Q.No.</b>	<b>Group – B</b> <b>Each question will carry 05 marks. All questions are compulsory</b>	<b>Marks</b>	<b>Cos</b>
11	Distinguish between sanctions and embargo	5	CO1

12	Discuss the important issues in International Business	5	CO2
13	Distinguish between balance of payments and balance of trade	5	CO2
14	Explain political and economic risks in International Business	5	CO2

<b>Group – C</b>			
Q.No.	Each question will carry 10 marks. Answer any three	Marks	COs
17	Analyze the international business perspectives of Indian Bollywood industry	10	CO3
18	Explain the digitalization drive in India and its effect on international business	10	CO2
19	Elaborate the entry strategies followed by Mahindra and Mahindra to enter in the international market	10	CO4
20	Elucidate the international entry strategies in international business	10	CO4
21	Critically examine the classical theories of international trade. Does these theories applicable in modern times?	10	CO4

<b>Group – D</b>			
Q.No.	Q4. Analytical /Case Study questions. Answer all the questions given at the end of the case study. 15 X 2 = 30	Marks	COs
	<p><b>The impact of COVID-19 on directions and structure of international trade</b></p> <p>2020 marked some of the largest reductions in trade and output volumes since WWII. Focusing on the COVID-19 pandemic and using the latest monthly and quarterly data on international trade of selected countries and products, this paper documents key shifts in geographical direction and product composition of international trade in 2020. Trade in services declined by more than twice as much as trade in goods and its recovery has also been slower. While the size of the drop in global trade relative to the drop in output in 2020 was smaller than during the Global Financial Crisis (GFC), this was not related to the overall size of the trade impacts in 2020, but rather reflects the significant heterogeneity of trade and production impacts across specific goods, services and trade partners from COVID-19. Trade in several types of goods plummeted, while that in</p>		

	<p>others increased markedly. As a result, the variation in trade impacts across the different product categories in 2020 was not only larger than during the GFC, but also larger than in any other year during the past two decades. The product structure of countries' goods trade also changed significantly in 2020, indicating large adjustments. While some international supply chains came under pressure in early months of the pandemic, the data also show that supply chains were instrumental in the resumption of economic activity. The distance travelled by imported products actually continued to increase in 2020, largely because of China and other Asian countries filling supply gaps resulting from lockdowns and demand changes in other regions. These shifts occurred in the context of significant perturbations in the international transport sector. While it is not known which of the changes in 2020 will be only short-lived, some seem to show signs of longer-term shifts or are likely to result in long-term adjustments. Above all, the unprecedented heterogeneity of changes in trade flows across products, sources and destinations seen in 2020 suggests high uncertainty and adjustment costs, and implies an increased need – and incentives – for consumers, firms and governments to adopt new or intensify existing risk mitigation strategies</p>		
Q1.	In the light of the above discuss the directions and structure of international business	15	CO4
Q2.	Suggest some measures for the recovery of global business in the post pandemic period	15	CO4