Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2022

Course: Trade Analytics
Program: MBA - IB
Course Code: INTB 7005

Semester: II
Time: 03 hrs.
Max. Marks: 100

Instructions: Read all the sections carefully and answer all the questions

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Mention few important macro-economic variables that affect trade	1	CO1
Q 2	What do you mean by competitive advantage?	1	CO1
Q 3	Which sources of trade data are most reliable?	1	CO1
Q 4	Define Index of export market penetration	1	CO1
Q 5	What is export diversification?	1	CO1
Q 6	What do you mean by random disturbance term?	1	CO1
Q 7	How normality of a data set can be checked?	1	CO1
Q 8	Mention usefulness of the World Trade Atlas	1	CO1
Q 9	If data collected is not normal, how to proceed with hypotheses testing?	1	CO1
Q10	Give two important functions of UNCTAD	1	CO1

SECTION B
4Qx5M= 20 Marks

Q 11	How trade intensity index is measured?	5	CO2
Q 12	Discuss market share analysis of different products	5	CO2
Q 13	Distinguish between balance payments and balance of trade	5	CO2
Q 14	Explain the gravity model in international trade	5	CO2

SECTION-C
3Qx10M=30 Marks

Q 15	Analyze the impact of various macroeconomic factors on India's export	10	CO3

Q 16	Discuss and analyze the implication of changing share of India in world trade	**10**	**CO3**
Q 17	Discuss the impact of volatility in exchange rates on international trade	**10**	**CO3**

SECTION-D
2Qx15M= 30 Marks

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.928[a]	.860	.849	.69921	1.466

a. Predictors: (Constant), Preservation Quality, Nutrition Value, Taste

b. Dependent Variable: Preference

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.375	3	36.125	73.891	.000[b]
	Residual	17.600	36	.489		
	Total	125.975	39			

a. Dependent Variable: Preference

b. Predictors: (Constant), Preservation Quality, Nutrition Value, Taste

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	134.140	7.537		17.799	.0(

	Advertsing Budget (thousands of pounds)	.096	.010	.578	9.979	.000		

a. Dependent Variable: Record Sales (thousands)

Q 18	Discuss and analyze the above regression results clearly indicating the impact of dependent variables on independent variables.	**15**	**CO4**
Q19	What is your managerial decision on the preference of the customer's bases on these results?	**15**	**CO4**