

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -2 EXAMINATION, APRIL 2019
B.Tech VIII Semester (All Branches)

Course Code: 13B1WHS832

MAX. MARKS: 25

Course Name: International Business Management

Course Credits: 03

MAX. TIME: 1 Hr 30 min

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as a case of unfair means.

1. Short answers (one word to one sentence only) (CO1) (1x5=5)
 - a) Proxemics means ...
 - b) "Culture is trans-generational", means
 - c) One of the major forces in promoting globalization is ICT, which stands for
 - d) EPRG stands for
 - e) Globalization Index of India is approximately
2. Differentiate between FDI and FPI. Briefly discuss the benefits & costs of FDI for both home and host countries. (CO3) (4)
3. Discuss the utility of Porter's Diamond Model in understanding the Competitive Advantages of a nation. (CO3) (4)
4. Briefly discuss the theory of Comparative Advantage, in understanding the basis of international trade, with suitable example. How is it better than the theory of Absolute Advantage? (CO3) (4)
5. What do you understand by Political Risks? What are the different types of political risks a business may face while going international? Briefly discuss its negative effects on international business operations. (CO2) (4)
6. Write short notes on direction and composition of India's foreign trade. (CO2) (4)