

Dr. Anil/-

**JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT**  
**TEST-3 EXAMINATION, MAY 2019**  
**B.Tech (VIII) Semester (All Branches)**

Course Code: 13B1WHS832  
Course Name: International Business Management  
Course Credit: 03

Max Marks: 35

Max Time: 2 Hrs

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

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1. Answer briefly (max 50 words): (CO3) (1x5=5)
  - a) What is "Power Distance Index" in Hofstede's Cultural Values?
  - b) What do you understand by "Totalitarian" system of government?
  - c) Differentiate between "Rule of Man" and "Rule of Law".
  - d) Differentiate between Microeconomic and Macroeconomic environment.
  - e) What do you understand by "Invisible Hand" in context to International Trade Theories?
2. What do you understand by GATT and why it was converted into WTO in 1995? If the overall objective of WTO is to promote multi-lateral trade then how regional economic groupings are flourishing? (CO4) (5)
3. Suppose you want to set-up a computer hardware / computer software (any one) business in India. How will you analyze the competitive environment prevailing in the Indian market, based on "Porter's Five Forces Model"? (CO5) (5)
4. "Indian government is actively promoting foreign trade and to do so it has developed a formal organization structure to promote export". Discuss. (CO4) (5)
5. Suppose you are an owner of a company manufacturing high-end Indian handicraft items and now you want to expand your business to outside India also and you've to choose between USA and Germany. How will you evaluate these two countries for the potential market of your product? What tools you'll use to make your choices? (CO5) (5)
6. What do you understand by Trade Facilitation Agreement and Food Security Bill (FSB) and what were its objectives? What is India's stand on TFA? What is the bone of contention in FSB and how India dealt with it? (CO4) (5)
7. Write short-notes on (CO4) (2x2.5=5)
  - a) SAARC
  - b) World Bank