

(Following Paper ID and Roll No. to be filled in your
Answer Books)

Paper ID : 129613

Roll No.

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M.A.M.

Theory Examination (Semester-VI) 2015-16

INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 100

Section-A

1. This section consists of ten short answer type questions of 2 marks each, to be answered in about 30 words each. (10×2 = 20)

- (a) Define Polycentrism?
- (b) What do you understand by globalization of the consumer?
- (c) Explain the meaning of the term international marketing.
- (d) What is pegging?
- (e) What is meant by FDI?
- (f) What is portfolio investment?

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- (g) What are the functions of international Trade Centre?
- (h) What is SDR?
- (i) What are the trade Blocks?
- (j) What is meant by soft loan?

Section-B

2. Attempt any five questions from the following eight questions of 10 marks each, to be answered in about 250 words. (5×10 = 50)

- (a) Why are international barriers not a bed of roses? Elucidate your answer with the help of suitable example.
- (b) What factors should Indian exporters consider in assessing demand for a product in foreign markets? How are they different from assessing domestic demand?
- (c) Discuss the functions and role of WTO and IMF.
- (d) Write short notes on IMF, UNCTAD, ASEAN and IBRD.
- (e) Explain how foreign exchange rates are determined? What are the advantages and disadvantages of fixed exchange rate system?

- (f) Discuss the purchasing Power Parity theory.
- (g) Discuss the factors affecting international investment with the help of suitable example.
- (h) Discuss the trends in foreign private capital flows to India. Evaluate the impact of foreign investment in India.

Section-C

Ban on Leather Goods from India

Indian leather export, an important foreign exchange earner for the country, has been reportedly hit hard by the decision of some major US retail chains like Eddie Bauer, LL Bean, Triblerland and Causal Corner, and a German company Bader to boycott leather goods from India in protest against the ill treatment of animals here. This move came shortly after a decision by global retail chains Gap, Marks & L. Spencer, Liz Claiborne and J. Crew not to buy Indian Leather goods. This development has a lot to do with lobbying by the US based animal rights group People to Ethical Treatment of Animals (PETA) for a ban on leather goods from India by documenting evidence of "Cruelty to animals" killed for making leather. It has been reported that the overseas firms have officially communicated to the India outfit of PETA that they will not be sourcing leather products from India until there is strict enforcement of animal protection laws. Following this, the Mumbai-based Teja Industries, the

official supplier of leather goods for Marks & Spencer in India, started outsourcing leather from other countries to manufacture products for the global chain.

Answer all the three questions based on the above case.

(3×10 = 30)

3. In the light of the above, discuss the implications of social activist groups for business.
4. With the reference of this case, discuss the failure of the government, Council for Leather Exports and the leather industry and lesson of this case.
5. What should the governments, council for the leather Exports and the leather industry to do overcome the problem?