DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT &BUSINESS STUDIES
JAMIA HAMDARD

Even Semester Examination (Online) July 2021

BBA MBA-Integrated [IV-Semester]

Subject Name: International Business Environment

Subject Code: BBA(I)-C-15

MM: 75

Time: 03 Hours

Email Id of the Examiner: alka.sanjeev@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: bba4thsemexaminationjuly2021@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:
- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows – Roll No- Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: 9334032-Rabia Shaheen-2019-334-032-BBA-IV-MTS) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: a. Choose any recent legal controversy and evaluate the potential impact of that controversy on a firm you are familiar with.

b. Choose any recent technological advance. Analyze the opportunities and threats which might follow from that advance. (7.5X2=15)

Q2: Choose two countries that appear to be culturally diverse. Compare the cultures of chosen countries, and then indicate how cultural differences influence (a) the cost of doing business in each country, (b) business practices. (7.5X2=15)

Q3: The *World Investment Report* published annually by UNCTAD provides a summary of recent trends in FDI as well as quick access to comprehensive investment statistics. Identify the table of largest transnational corporations from developing and transition economies. Based on only top 20 companies, provide a summary of the countries and industries and analyze this data.

(15)

Q4: Do you agree that the floating exchange rate system is more beneficial than the system of fixed exchange rate? Discuss. (15)

Q5: What are the major agreements concluded at the Uruguay Round, which the WTO now administers? Briefly mention the major challenges that the WTO is currently facing in this regard. (15)