

(A-1)

**SARDAR PATEL UNIVERSITY**  
**T.Y BBA (ITM) SEM –VI**  
**Saturday, 10<sup>th</sup> April, 2015**  
**UM06EBBI08**

**International Business Environment**

Time: 10:30 A.M to 12:30 P.M.

Marks: 60

- Notes:** 1) Figures to the right hand side of the question indicates their marks.  
 2) Draw diagrams and give examples wherever necessary.

- Q.1 What do you mean by Economic Environment? Describe the nature and structure of the economy. 15
- OR*
- Q.1 What is international business? Give the overview of various components of the international business environment. 15
- Q.2 Describe in brief the Socio-Cultural Environment. 15
- OR*
- Q.2 Discuss the Demographic Environment in detail. 15
- Q.3(A) Describe the factors contributing to the growth of globalization in India. 7
- (B) Write down the obstacles to the globalization in India. 8
- OR*
- Q.3 Write a short note on different organizational structures with its strengths and weaknesses. 15
- Q.4 What is Intellectual Property Right? Explain the concept, types and objectives of Intellectual Property Right. 15
- OR*
- Q.4 Write a short note on Indian Patent Law and Uruguay Round Agreement. 15

@@@@@ Best Of Luck @@@@@