

[A-1]

SARDAR PATEL UNIVERSITY  
TY BBA (ITM) SEM-VI EXAMINATION  
Saturday, 9<sup>th</sup> April, 2016  
International Business Environment  
UM06EBBI08

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

Marks: -60

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

- Q-1 Define international business. Discuss the various components of international business environment. 15
- OR
- Q-1(a) Describe the nature and structure of economy policy. 08  
(b) Write a short note on economic environment and business. 07
- Q-2 Discuss the political and regulatory environment in detail. 15
- OR
- Q-2 Describe the technological environment in brief. 15
- Q-3 Describe the different organizational structures with its strength and weaknesses. 15
- OR
- Q-3(a) Describe the factors contributing to the growth of the globalization in India. 08  
(b) What are the obstacles to the globalization in India? 07
- Q-4 Write a short note on Indian Patent Law and Uruguay Round (UR) agreement. 15
- OR
- Q-4. Elucidate the concept, objectives and types of Intellectual Property Right. 15

@@@@@ Best of Luck @@@@@