

(A-23) Seat NO: _____

No. of Printed Pages : 1 ^{SL}

SARDAR PATEL UNIVERSITY

B.B.A. (ITM) Semester- VI

TUESDAY, 10th MAY 2016

SUBJECT: INTERNATIONAL BUSINESS ENVIRONMENT - UM06EBBIO8

Time: 2.30 PM TO 4.30 PM

Total: 60 Marks

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- Q-1 What is international business? Explain its components. (15)
OR
- Q-1 What do you mean by Economic Environment? Describe the nature and structure of the economy. (15)
- Q-2 Write detailed note on "Technological Environment" (15)
OR
- Q-2 Describe in brief the Socio-cultural Environment. (15)
- Q-3 What is different organizational structure? Explain its strengths and weaknesses. (15)
OR
- Q-3 (A) Write a note on "Obstacles to the globalization in India" (08)
(B) Describe the various factors contributing to the growth of globalization in India. (07)
- Q-4 What do you mean by Intellectual Property Rights? Explain its types and objectives. (15)
OR
- Q-4 Write a detailed note on "Indian Patent Law and Uruguay Round Agreement" (15)

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