

[5]

SARDAR PATEL UNIVERSITY  
B.B.A (ITM) – SEM VI (4 YEAR) EXAMINATION  
International Business Environment  
UM06EBBI08

Date: 10-04-2018, Tuesday

Time: 10:00 a.m. to 12:00 p.m.

Total Marks: 60

- Q. 1 What is International Business? Give the overview of various [15]  
components of the International Business.
- OR
- Q. 1 [A] Describe the nature and structure of economic policy. [08]  
[B] Write a short note on economic environment and business. [07]
- Q. 2 Explain political and regulatory environment in detail. [15]
- OR
- Q. 2 Discuss the Socio- Cultural environment of international business. [15]
- Q. 3 Write a short note on different organizational structure with its strengths [15]  
and weakness.
- OR
- Q. 3 Describe various factors contributing to the growth of globalization and [15]  
obstacles to globalization – The Indian Experience.
- Q. 4 Write a short note on Indian Patent law and Uruguay Round Agreement. [15]
- OR
- Q. 4 What is Intellectual Property Right? Explain the concept, types and [15]  
objectives of Intellectual property Right.

\*\*\*\*\*