

[5/A-1]

SEAT No. \_\_\_\_\_

No. of printed pages: 01

**SARDAR PATEL UNIVERSITY**

VALLABH VIDYANAGAR – 388 120

**B.B.A (Honours)(ITM)(4 Years) SIXTH SEMESTER (CBCS) EXAMINATION**

**FRIDAY, APRIL 5, 2019**

**UM06EBBI08 International Business Environment**

**TIME: 10:00 A.M. TO 12:00 P.M.**

**TOTAL MARKS: 60**

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Give an Overview of International Business Environment (15)  
OR  
Q.1 Write a detailed note on Economic Environment - Nature of the economy, Structure of the economy, economic policies. (15)
- Q.2 Elucidate the Demographic Environment of International Business. (15)  
OR  
Q.2 Explain in detail Political and Regulatory Environment of International Business. (15)
- Q.3 Clarify the Factors contributing to the growth of globalization and obstacles to globalization-The Indian Experience. (15)  
OR  
Q.3 Write a note on: Designing global Organizations. (15)
- Q.4 Explain the concept and Objectives of Intellectual Property Rights and Briefly Clarify the types of Intellectual Property Rights. (15)  
OR  
Q.4 Write a note on: Indian patent Law and the UR Agreement (15)