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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: III - THEORY EXAMINATION (2024- 2025)

Subject: Global Linkage Opportunity

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

1-a. Which sector in India has expanded due to foreign trade? (CO1,k4)

1

(a) Agriculture

(b) Pharmaceuticals

(c) Textiles

(d) Manufacturing

1-b. What is the importance of a trade surplus? (CO1,k4)

1

(a) Economic Growth

(b) Currency Depreciation

(c) Economic Dependency

(d) Increase in Imports

1-c. Businesses benefiting from tax exemptions in SEZs are (CO2,k1)

1

(a) Only local companies

(b) Only foreign companies

(c) Export-oriented businesses

(d) Domestic retail businesses

1-d. A key benefit of operating in an SEZ is (CO2,k1)

1

(a) High tariffs on exports

(b) Duty-free imports and exports

(c) Complex regulatory procedures

- (d) Restricted foreign ownership
- 1-e. Which of the following is a function of IFIs? (CO3,k2) 1
- (a) Providing foreign exchange reserves
 - (b) Supporting long-term development projects
 - (c) Printing currency
 - (d) Managing stock markets
- 1-f. The IMF's main objective is to (CO3,k2) 1
- (a) Promote global economic stability
 - (b) Develop infrastructure
 - (c) Provide long-term loans
 - (d) Offer grants to businesses
- 1-g. A Weakness in SWOT analysis is (CO4,k4) 1
- (a) Strong market share
 - (b) Expanding customer base
 - (c) High production costs
 - (d) New product innovations
- 1-h. An Opportunity for Coca-Cola in SWOT analysis is (CO4,k4) 1
- (a) Declining soda consumption
 - (b) Health trends
 - (c) Emerging markets
 - (d) Regulatory challenges
- 1-i. Which of the following is a key function of the DGFT? (CO5,k1) 1
- (a) Setting export prices
 - (b) Issuing trade licenses
 - (c) Regulating currency exchange
 - (d) Managing stock exchanges
- 1-j. The Foreign Exchange Management Act (FEMA), 1999 replaced which earlier act? 1
- (a) Foreign Trade Policy (FTP)
 - (b) Foreign Exchange Regulation Act (FERA)
 - (c) Trade Laws Act (TLA)
 - (d) International Business Act
2. Attempt all parts:-
- 2.a. Explain the scope of foreign trade in global markets (CO1,k2) 2
- 2.b. Explain the tax exemptions provided to businesses in SEZs. (CO2,k3) 2
- 2.c. Explain the IMF's role in global monetary cooperation (CO3,k2) 2
- 2.d. Explain the Impact of Weaknesses on market performance in SWOT analysis (CO4,k1) 2

2.e.	Describe the significance of the Merchandise Exports from India Scheme (MEIS) in promoting Indian exports. (CO5,k5)	2
<u>SECTION-B</u>		30
3.	Answer any <u>five</u> of the following:-	
3-a.	Discuss the impact of trade surplus on a country's economy (CO1,k5)	6
3-b.	Explain how does international trade encourage market expansion for domestic producers. (CO1,k3)	6
3-c.	Explain how foreign trade facilitates capital inflows into a country. (CO2,k5)	6
3-d.	Explain how SEZs impact local employment and skill development (CO2,k3)	6
3.e.	Explain the key functions of International Financial Institutions (IFIs) and explain their impact on economic development. (CO3,k5)	6
3.f.	Explain the importance of identifying Strengths in SWOT analysis for business success (CO4,k3)	6
3.g.	Explain the primary functions of the Directorate General of Foreign Trade (DGFT) under the FTDR Act, 1992. (CO5,k2)	6
<u>SECTION-C</u>		50
4.	Answer any <u>one</u> of the following:-	
4-a.	Explain the importance of localization in business strategies for global markets (CO1,k2)	10
4-b.	Discuss the effectiveness of trade promotion measures by the Indian government (CO1,k2)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Analyze how globalization connects countries through trade and investment (CO2,k4)	10
5-b.	Explain the benefits of SEZs for foreign investors and domestic companies (CO2,k4)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Explain the detailed analysis of how IMF's objectives, functions, and its financial assistance mechanisms during crises. (CO3,k5)	10
6-b.	Explain how structure and key institutions like World Bank contribute to poverty reduction and economic development (CO3,k5)	10
7.	Answer any <u>one</u> of the following:-	
7-a.	Explain in detail how Tesla's SWOT analysis guides its market strategy and long-term growth (CO4,k1)	10
7-b.	Explain the impact of health trends on Coca-Cola's market strategy through SWOT analysis (CO4,k1)	10
8.	Answer any <u>one</u> of the following:-	
8-a.	Define and discuss how SWOT analysis can be applied to maintain a sustainable competitive advantage in a changing market environment (CO5,k3)	10

- 8-b. Provide a comprehensive analysis of the government's role in controlling exports and imports under the FTDR Act, with examples of recent policy actions. (CO5,k3) 10

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