

INTERNATIONAL BUSINESS-MMS-SEM-III- MCQ-2020

1. _____ plays a vital role in running the business enterprise.

- a) Customers
- b) Labor
- c) Product
- d) Competitors

Ans. D

2. _____ Consists of the actors in the company's immediate environment that affect the performance of the company.

- a) Macro environment
- b) Micro environment
- c) Internal environment
- d) External environment

Ans. B

3. Macro environment is also known as _____

- a) Outside environment
- b) Indirect environment
- c) General environment
- d) Social environment

Ans. C

4. Remote environment is another name of _____

- a) Micro environment
- b) Macro environment
- c) Internal environment
- d) External environment

Ans. B

5. _____ is environment covers those factors which give shape and form to the dept. of economic activities.

- a) Technological
- b) Demographic
- c) Social and cultural
- d) Economic

Ans. D

6. A stable, honest and efficient political system is a primary factor for the growth of _____

- a) Business
- b) General environment
- c) Economic conditions
- d) Natural environment

Ans. A

7. When the rate of change in is insignificant, it is termed as _____ environment

- a) General or specific
- b) Stable or static
- c) Dynamic or certain
- d) Simple or complex

Ans. B

8. When some sudden and unpredictable changes take place in the organization is said to _____.

- a) Technological environment
- b) Natural environment
- c) Turbulent environment
- d) Changing environment

Ans. C

9. _____ is an open form of government.

- a) Parliamentary System
- b) Government environment
- c) Legal environment
- d) Political environment

Ans. A

10. China is the biggest example _____

- a) Capitalism
- b) Mixed economy
- c) Laissez Faire
- d) Socialism

Ans. D

11. The term _____ relates to patent, trademarks, copyrights and trade secrets.

- a) Priority right
- b) Intellectual property right
- c) Tariff & Trade Act
- d) Madrid agreement

Ans. B

12. _____ is also called the International convention for the protection of industrial property.

- a) Paris Union
- b) National Treatment
- c) Industrial Policy Act
- d) Intellectual property Right

Ans. A.

13. _____ means that if an investor registers a patent in one member country, he can file an application for registration in other member countries within one year from the date of filing return,

- a) Patent cooperation Treaty
- b) Paris Union
- c) Priority Right
- d) National Treatment

Ans. C

14. The international registration of Trade Marks aims at the international registration is _____

- a) Trade Mark Registration Treat
- b) Independent of patents
- c) Patent Cooperation Treaty
- d) The Madrid Agreement

Ans. D

15. International Bureau of World Intellectual Property Organization is _____

- a) U.S.A.

- b) Geneva
- c) Switzerland
- d) Canada

Ans. B

16. _____ Involves infringement of a patent or trade mark.

- a) Counter feiting
- b) Unauthorized product
- c) Illegal goods
- d) Low quality products

Ans. A

17. _____ is an unintended channel of distribution that runs parallel to the planned channel?

- a) Bribery
- b) Counter feiting
- c) Gray Market
- d) Black Market

Ans. C

18. _____ concentrates on the analysis of market, competition and financial strength of a company.

- a) Risk Reward analysis
- b) Cost benefit analysis
- c) Break even analysis
- d) None of the above

Ans. B

19. _____ analysis studies the impact of various environmental factors on the marketing mix.

- a) Break even analysis
- b) Risk reward analysis
- c) Cost - benefit analysis
- d) Product Analysis

Ans. B

20. _____ is subjective in nature

- a) Social interaction
- b) Political factors
- c) Natural factors
- d) Cultural

Ans. D

21. _____ is a set of traditional beliefs and values which are passed and shared among different societies?

- a) Cultural environment
- b) Social environment
- c) Socio - cultural environment
- d) Economic

Ans. C

22. _____ is the foundation of culture

- a) Language
- b) Customs
- c) Education
- d) Religion

Ans. A

23. E.E.C stands for

- a) European Economics Control
- b) European Economic Community
- c) European Economic center
- d) European Economic Committee

Ans. B

24. E.E.C. is also known as _____

- a) Economic Common Market
- b) NFTA
- c) IPA
- d) European Common Market

Ans. D

25. ECM was brought into being _____

- a) 31 Dec. 1957
- b) 15 Jan, 1958
- c) 1 Jan, 1958
- d) 24 March 1957

Ans. C

26. World's largest trading Block is _____

- a) NAFTA
- b) SAARC
- c) CEC
- d) ECM

Ans. D

27. NAFTA mean _____

- a) North American Free Trade Agreement
- b) North American Foreign Trade Agreement
- c) North Asian Free Trade Agreement
- d) North Asian Foreign Trade Agreement.

Ans. B

28. NAFTA is a series of bilateral agreement between America, Canada and

- a) Geneva
- b) Mexico
- c) UK
- d) Ireland

Ans. B

29. SAARC association brings together _____ countries of South Asia for regional co-operation.

- a) 9
- b) 8
- c) 7
- d) 14

Ans. C

30. The headquarters of SAARC in _____

- a) Bangladesh
- b) Maldives
- c) Sri Lanka
- d) Kathmandu

Ans. D

31. _____ was commenced on January 1, 1994

- a) NAFTA
- b) ECM
- c) SAARC
- d) CEC

Ans. A

32. _____ is a bilateral trade agreement between two countries.

- a) Tie in Agreement
- b) Counter trade
- c) MNC
- d) Gray Market

Ans. B

33. _____ is the process of convincing the various powerful elements of the environment to act in the favor of the organizations.

- a) Coalescing
- b) Cooptation
- c) Lobbying
- d) Procurement

Ans. C

34. Two or more organizations may merger their organizations to have better control over the environment as various resources are pooled together is _____

- a) Cooptation
- b) Lobbying
- c) Agreement
- d) Coalescing

Ans. D

35. _____ was a Multilateral treaty encompassing rules and disciplines for an orderly world trading system?

- a) GATT
- b) ITO
- c) ECM
- d) SAARC

Ans. A

36. _____ means each nation shall be treated as well, as the most favored nation.

- a) GATT
- b) MFN
- c) FTZ
- d) TRRM

Ans. B

37. Trade in Textile was restricted by _____

- a) MFN
- b) GATT
- c) MFA
- d) ITO

Ans. C

38. _____ is known as neo-liberalism

- a) Globalization
- b) Liberalization
- c) Privatization
- d) None of the above

Ans. A

39. _____ refers to a process of increasing economic integration and growing economic interdependence between countries in the world economy.

- a) MNC
- b) TNC
- c) Globalization
- d) WTO

Ans. C

40. _____ means acceptance of an outward looking policy of economic development in place of an inward – looking one.

- a) Liberalization
- b) Privatization
- c) Globalization
- d) All of the above

Ans. C

41. ESCAP stands for _____

- a) Economic and Social Commission for Asia and the Pacific
- b) Economic and Social Centre for Asia and the Pacific
- c) Economic and Social Commission for the Asia and Privatization
- d) Economic and Social Culture for Asia and Public

Ans: A

42. _____ is a method of doing business by which a franchisee is granted the right to offer, sell or distribute goods or service under a system created by the Franchisee?

- a) Agreement
- b) Dealership
- c) Patent
- d) Franchising

Ans. D

43. _____ means setting up a product company to its affiliated company in host country.

- a) Direct exporting
- b) Intra corporate transfer
- c) indirect exportin
- d) Exporting

Ans. B

44. BOT means _____

- a) Business Outsourcing Trade
- b) Balance on Trade
- c) Build, operation and Transfer
- d) Business Outsourcing Transaction

Ans: C

45. FERA was replaced by _____

- a) FEMA
- b) GATT

c) WTO

d) ITO

Ans. A

46. WTO was setup in _____

a) 1995

b) 1992

c) 1996

d) 1994

Ans. D

47. _____ is the process of contracting with foreign firms granting them? proprietary right to use technology, copyrights, trademarks, brand names etc.

a) Franchising

b) Licensing

c) Contract

d) None of the above

Ans. B

48. _____ arrangement is also known as cross licensing

a) Licensing

b) Franchising

c) Intra corporate transfers

d) Contracts

Ans. A

49. A company doing international marketing contracts with a foreign producer to manufacture or assemble the products for a sale in the foreign market is _____

a) Management contract

b) Contract Manufacturing

c) Turnkey Contract

d) Licensing

Ans. B

50. _____ are therefore arrangement whereby for a fee, one company provides personnel to perform general specialized management functions for another company.

a) Licensing

b) Franchising

c) Contract Manufacturing

d) Management contract

Ans. D

51. _____ is a contract under which a firm agrees to fully design, construct and equip a manufacturing or business or service facility and turn the project to the purchaser ready for operation for a remuneration?

a) Manufacturing contract

b) Management contract

c) Turnkey contracts

d) Joint venture

Ans. C

52. _____ is part of the parent corporation and simply an extension of domestic operation.

a) Foreign Subsidiary

b) Overseas branch

c) Third country location

d) Assembly operation

Ans. B

53. _____ is a separate company organized under a foreign nations legal code with accountability distinct from the parent company?

a) Foreign subsidiary

b) Oversees branch

c) Assembly operation

d) Fully owned manufacturing

Ans. A

54. _____ is a peculiar form of international trade that encompasses more than an exchange of goods services or idea for money.

a) Turnkey contract

b) Licensing

c) Counter Trade

d) Buy back

Ans. C

55. _____ of economic policy is intended to promote the integration of Indian economy with the global economy.

a) Globalization

b) Liberalization

c) Privatization

d) None of the above

Ans. B

56. _____ is an enterprise which allocates company resources without regards to national frontiers, but is nationally based in terms of ownership and top management.

a) MNC

b) Globalization

c) Liberalization

d) TNC

Ans. A

57. _____ conference of 1944 suggested institutional arrangements to undertake post war reconstruction of global economy.

a) Uruguay Round Agreement

b) Narasimha Committee

c) Bretton woods

d) Hilton Young Commission

Ans. C

58. The GATT agreement had been signed by governments known as _____

a) Member countries

b) Trade members

c) MFN

d) Contracting Parties

Ans. D

59. Article XIX of the GATT provided _____

a) General prohibition of QRs

b) Emergency safeguard code

c) Schedule of Tariff Concessions

d) MFN Clause

Ans. B

60. GATT agreements as modified by the _____ agreement

- a) WTO
- b) ITO
- c) Uruguay Round
- d) Bretton wood

Ans. C

61. _____ is in fact, policeman of global trade.

- a) GATT
- b) ITO
- c) TRIMS
- d) WTO

Ans. D

62. _____ is the Supreme Authority of the WTO

- a) General Council
- b) Ministerial conference
- c) Council for Trade in Goods
- d) Council for TRIPS

Ans. B

63. Council for Trade in Goods, Services and Intellectual property Rights, Council for Trade Related intellectual property Rights are the three council in General council of _____

- a) WTO
- b) GATT
- c) TRIMS
- d) GATS

Ans. A

64. The Secretariat of the WTO is headed by the _____

- a) General Council
- b) Ministerial conference
- c) Director General
- d) Council for TRIPS

Ans. C

65. _____ is a permanent institution with its own Secretariat.

- a) WTO
- b) GATT
- c) GAT
- d) ITO

Ans. A

66. GATT was applied on a _____

- a) Permanent basis
- b) Provisional basis
- c) Both a and b
- d) None of the above

Ans. B

67. Initial registration and each renewal of registration, of a trade mark is for a term of not less than _____

- a) 5 years
- b) 4 years
- c) 6 years
- d) 7 years

Ans. D

68. The agreement of patent protection for _____

- a) 20 years
- b) 15 years
- c) 10 years
- d) 7 years

Ans. A

69. Plurilateral Trade Agreement was done at Geneva in _____

- a) March 1979
- b) April 1979
- c) January 1994
- d) August 1984

Ans. B

70. NIEO means _____

- a) New International Economic Order
- b) New Industrial Economic Order
- c) New Industrial Economic Organization
- d) New International Economic

Organization Ans. A

71. _____ is the effect International Trade having a detrimental effect on under developed countries?

- a) Lop - sided development
- b) Deterioration
- c) Demonstration effect
- d) None of the above

Ans. C

72. The major attributes of international financial system are knowledge, certainty and _____

- a) Flexibility
- b) Predictability
- c) Continuity
- d) Structural

Ans. B

73. _____ established a mechanism where by their local currencies are kept equal in value to gold and to each other.

- a) International money
- b) Floating exchange rate
- c) Bretton wood system
- d) International Gold standard Ans. D

74. IMF was organized in _____

- a) 1948
- b) '1946
- c) 1956
- d) 1958

Ans. B

75. Member's Gold Subscription + Credit extended by the member through the fund to other members _____

- a) Gold Tranche
- b) Credit Tranches
- c) Gold standard Mechanism

d) Floating exchange rate

Ans. A

76. _____ was introduced in 1969

a) Oil Facility

b) Extended facility

c) Buffer stock facility

d) Trust Fund facility

Ans. C

77. If the fund's holdings of a member's currency are less than 100% of the member's quota, the difference is called __

a) Credit Tranche

b) Reserve Tranche

c) Gold Tranche

d) All of the above

78. In the form of pound sterling and U.S. dollars, these two currencies were known as

a) Reserve currencies

b) Foreign exchange

c) Floating Exchange rate

d) Exchange transaction

Ans. A

79. SDR was approved in _____

a) 1969

b) 1965

c) 1967

d) 1972

Ans. C

80. _____ will include interest and amortization payment, put a strain on future balance of payments

a) Credit Servicing charges

b) Debit servicing charges

c) Both a and b

d) None of the above

Ans. B