

International Business

Manufacturing and trading beyond the boundaries of one's own country are known as international business. International business is also called international trade. But this is partially true. No doubt, international trade comprises exports and imports of goods. However, the scope of international business has expanded significantly. International trade in services such as international travel and tourism, transportation, telecommunications, banking, warehousing, distribution, and advertising has increased significantly.



Some of the important concepts of international business are discussed below:

• Merchandise Exports and Imports: Merchandise refers to tangible goods, i.e., the goods that can be seen or touched. Now, if we talk about merchandise exports, it means sending tangible goods abroad. On the other hand, merchandise imports mean buying tangible goods from abroad.

• Service Exports and Imports: Also known as invisible trade, involves the export and import of services. Services included are tourism, transport, communication, marketing etc.

• Licensing and Franchising: Licensing is permitting another party in a foreign country to produce and sell goods under the home country's trademark, copyright or patent in lieu of some fees. For example, Pepsi and cola. Franchising is similar to licensing only but

is associated with services, e.g., McDonald's.

• Foreign Investment: Foreign investment refers to the investment of funds in foreign countries in exchange for financial return.

Importance of International Business:

• Through international trade, it becomes possible for people to consume goods and services of other countries and improve their standard of living.

• International companies export goods and services around the world. This allows in earning valuable foreign exchange.

• When firms get involved in external trade, it increases the firm's production capacity. Due to the advantage of economies of scale, the cost of production decreases.

• International business improves business vision and makes firms more competitive and diversified.

Types of External/

International Trade:

• **Export** - It refers to selling goods and services to foreign countries.

• **Import** - It refers to buying of goods and services from foreign countries.

• **Entrepot (Re-Export)** - It refers to the import of goods not for consumption in the home country but for exporting them to another country.

Benefits of International Business: The importance of international business to nations and firms is discussed below:

Earning of Foreign Exchange: It helps a country to earn foreign exchange and can be used to import capital goods, technology etc.

More Efficient Use of Resources: Every country has some resources, e.g., labour resources, technological capabilities, water resources, etc. So, countries can choose the goods they produce efficiently with their own resources and import the rest of the goods.

Improving Growth Prospects and Employment Potential: Through external trade, countries can increase their production capacity to supply goods to foreign countries.

Increase in the Standard of Living: Through international trade, it becomes possible for people to consume goods and services of other countries and improve their standard of living.

Other equally important developments are the increase in foreign investment and the production of goods and services abroad. The World Trade Organisation, established by the governments of various countries, is one of the major contributors to the expansion of intercountry ties and business relations. New methods of communication and the development of faster and more efficient transportation needs have enabled most countries to do their international business efficiently. The international business contributes to the development of both importing and exporting countries, which is why it holds great importance.

Concepts of International Business:

Kargil Diwas: Commemorating 25 years

Every year on July 26, Kargil Vijay Diwas is observed in honor of the Indian Army's resounding victory over Pakistan in the 1999 Kargil War. The year 2024 marks the 25th anniversary of this pivotal conflict. During the May-July 1999 battle, terrorists infiltrated Indian territory and gained control of key locations along the Line of Control (LoC).

To regain these territories, the Indian military forces conducted Operation Vijay, which culminated in India's triumph on July 26, 1999.

This historical day honors the gallantry, sacrifice, and bravery of Indian

soldiers who defended the country by fighting in the challenging and hazardous terrain of Kargil. The Kargil War Memorial in Drass, Jammu and Kashmir, hosts several ceremonies and activities in honor of the combatants' valor.

The timeline of the Kargil War highlights major events such as the first infiltration by Pakistani forces, the army mobilization by India, the strategic bombing, the capture of vital sites, and the final departure of Pakistani troops. These incidents highlight the Indian armed forces' superior tactical and strategic abilities throughout the battle.

Distinguishing between

Vijay Diwas and Kargil Vijay Diwas is important. Kargil Vijay Diwas is an occasion for revelry that honors the specific triumph in the Kargil War, whereas Vijay Diwas, observed on December 16, hails the victory of India over Pakistan in the 1971 war that resulted in the formation of Bangladesh.

Kargil Vijay Diwas is a poignant tribute to perseverance in the face of hardship and national solidarity. It draws attention to the defiance and strategic acumen exhibited by Indian forces throughout the war. The day remembers those who sacrificed their lives in the protection of their nation.

The Kargil War Memorial will host speeches, patri-

otic performances, and wreath-laying ceremonies as part of the ceremonies. People flock from all over to this memorial in Drass as a way to honor deceased soldiers.

The purpose of Kargil Vijay Diwas 2024 is to commemorate and remember the sacrifices endured by Indian soldiers in the Kargil War. It honors the heroes who sacrificed their lives for the security of their nation and fosters a sense of pride and camaraderie among all citizens. In addition, by sharing anecdotes of bravery and tenacity, this ceremony highlights the significance of national security and motivates future generations to succeed.

Current affairs

Bibhuti Bhusan Nayak elected new president of ICMAI

CMA Bibhuti Bhusan Nayak, a Fellow Member of the Institute of Cost Accountants of India (ICMAI) and a member of the Bhubaneswar Chapter, has been unanimously elected as the 67th President of ICMAI for the 2024-2025 term. Nayak brings over 30 years of professional experience in finance and cost accountancy to the position. He is Odisha's third Cost Accountant to hold this esteemed role.

Nayak retired as Deputy General Manager (Finance) from Odisha Power Transmission Corporation Limited (OPTCL) and is currently a practicing Cost Accountant. His extensive experience includes serving as Chairman of the Bhubaneswar Chapter (2015-16) and as Chairman of



the Eastern India Regional Council (EIRC) of ICMAI (2022-2023). He was also elected as a Council member for the 2023-24 term and served as Vice President for the 2023-24 term.

The election of Nayak is a source of pride for Odisha and the Bhubaneswar Chapter. The ICMAI community across the country has extended heartfelt congratulations to him.

C.T. Kurien, distinguished economist, passes away

On July 23, 2024, the world of economics lost a brilliant mind and a compassionate soul. C.T. Kurien, a distinguished economist and former professor of Madras Christian College, passed away at the age of 93 due to age-related ailments. His death marks the end of an era in Indian economics, but his legacy continues to inspire generations of economists and social thinkers.

C.T. Kurien's journey in economics began with a profound awareness of the stark contrast between his comfortable life and the grim poverty that surrounded him. This early exposure to economic inequality would shape his entire career and life's mission.

In 1953, Kurien completed his Master's degree in Economics from Madras Christian College. His choice to study economics was driven by a noble aspiration: to understand the root causes of poverty and contribute to



its eradication. However, his initial encounter with mainstream economics left him disappointed, as he found a lack of serious discussion on poverty-related issues.

Undeterred by his initial disappointment, Kurien pursued higher studies in economics. He secured his Ph.D. from Stanford University between 1958 and 1963, focusing on the topic "Factor Market Structure and Technological Characteristics of an Underdeveloped Country: An Indian Case Study."

KV Subramanian appointed as Federal Bank MD and CEO

The Reserve Bank of India (RBI) has approved the appointment of Krishnan Venkat Subramanian as Managing Director & Chief Executive Officer of Federal Bank, the bank said in an exchange filing on July 22. Subramanian's three-year term will commence from September 23, 2024, immediately following the conclusion of the current MD & CEO, Shyam Srinivasan's tenure on September 22, 2024.

The former Kotak executive holds a degree in Electrical Engineering from the Indian Institute of Technology (IIT) - Varanasi, and a Post Graduate degree in Financial Management from Jammalal Bajaj Institute of Management Studies, Mumbai. He is also a



Cost and Works Accountant by profession.

Subramanian has previously served as the Joint Managing Director of Kotak Mahindra Bank Limited until April 30, 2024, having led various critical divisions including Corporate Banking, Commercial Banking, Private Banking, and Asset Reconstruction.

PM Modi announces \$1 million grant to UNESCO

Prime Minister Narendra Modi announced India's contribution of one million dollars to the UNESCO World Heritage Centre to support heritage conservation globally, particularly in the Global South. This announcement was made during the inauguration of the 46th session of the World Heritage Committee at Bharat Mandapam in New Delhi.

India is committed to preserving global heritage, offering support not only within the country but also in the Global South. PM Modi highlighted India's assistance in conserving heritage sites like Angkor Wat in Cambodia, Cham Temples in Vietnam, and Bagan Stupa in Myanmar. The one million dollar grant will be used for capacity building, technical assistance, and conservation of world heritage sites.

A new certificate programme in world heritage management has been initiated in India to train young professionals in heritage con-



servation. This programme aims to enhance the skills and knowledge of individuals dedicated to preserving cultural heritage.

PM Modi called for collective efforts to advance heritage preservation worldwide. He emphasized the importance of unity in promoting human welfare and recognizing the value of heritage in the context of modern development. Over the past decade, India has made significant strides in modern development while honoring its heritage.

India's heritage showcases remarkable engineering achievements.

Question & Answer Series

General Mathematics

1. In a factory, the production of cycles rose to 48,400 from 40,000 in 2 years. The rate of growth per annum is?
(A) 10.5% (B) 9%
(C) 8% (D) 10%

2. The average of five natural numbers is p. If the next three numbers are included then how much the average of these 8 numbers exceeds than the average p?
(A) 1.4 (B) 1.5
(C) 2 (D) 1

3. The ratio of the length of the parallel sides of a trapezium is 3:2. The shortest distance between them is 15 cm. If the area of the trapezium is 450 cm², the semi-sum of the length of the parallel sides is
(A) 20 cm (B) 41065
(C) 60 cm (D) 120 cm

4. The sum of two positive numbers is 20% of the sum of their squares and 25% of the difference of their squares. If the numbers are x and y then, is equal to
(A) 2 (B) 5
(C) 4 (D) 3

5. There are 80 students in a class out of these 15% are girls. The monthly fee of each girl is Rs.350 and monthly fee of each boy is 38% more than each girl. What is the total fee of girls and boys in the class?
(A) 42215 (B) 41065
(C) 36420 (D) 37044

6. An article is sold for Rs 4,777 after giving a discount of 15%. What is the marked price of the article?
(A) 5495 (B) 5420
(C) 5620 (D) 5348

7. In a polygon, the sum of the interior angles is double the sum of the exterior angles. What is the number of sides of the



polygons?
(A) 4 (B) 8
(C) 6 (D) 5

8. $2x+3y=10$ has?
(A) No solution
(B) A unique solution
(C) Only two solutions
(D) Infinitely many solutions

9. A ladder 20 m long is leaning against a vertical wall. It makes an angle of 30° with the ground. How high on the wall does the ladder reach?
(A) 10 m (B) 17.32 m
(C) 34.64 m (D) 30 m

10. An observer who is 1.62-meter-tall is 45 meters away from a pole. The angle of elevation of the top of the pole from his eyes is 30°. The height (in meter) of the pole is closest to:
(A) 26.8 (B) 27.6
(C) 26.2 (D) 25.8

11. There are two towers on a horizontal plane. The top of one tower makes an angle of 60 degrees from the horizontal on the original floor of the second tower. And the top of the second tower makes an angle of 30 degrees from the horizontal on the original floor of the first tower. Find the ratio of the height of the Towers.
(A) 3:1 (B) 2:3
(C) 3:2 (D) 4:1

12. A and B can do a piece of work in 72 days. B and C can do it in 120 days. A

and C can do it in 90 days. In how many days all three together can do the work?
(A) 80 days
(B) 100 days
(C) 60 days
(D) 150 days

13. A is as efficient as B and C together. Working together A and B can complete a work in 36 days and C alone can complete it in 60 days. A and C work together for 10 days. B alone will complete the remaining work in:
(A) 88 days
(B) 110 days
(C) 84 days
(D) 90 days

14. Three pipes A, B can fill the tank in 12, 20 hrs respectively and C can empty the tank in 30 hours. If the pipes are opened alternatively for 1 hour starting with A and drain pipe is kept open all the time. How much time will it take to fill the tank.
(A) 12 (B) 30
(C) 15 (D) 20

15. A and B can do a work together in 18 days. A is three times as efficient as B. In how many days can B alone complete the work?
(A) 60 days
(B) 72 days
(C) 54 days
(D) 64 days

16. The cost of printing a book increased from Rs. 96 to Rs. 120 from the year 2013 to 2018, such that the total money spent on printing books by a printing press increased in the ratio 5:6. If the printing press printed 200 books in the year 2013, how many books did they print in the year 2018?
(A) 176 (B) 192
(C) 216 (D) 252

Answer
1. A, 2. B, 3. B, 4. A, 5. D, 6. B, 7. C, 8. D, 9. A, 10. B, 11. A, 12. B, 13. B, 14. B, 15. B, 16. A

English Grammar



1. Select the correct passive form of the given sentence.
Manu will tell her later.
(A) She will be tell later by Manu.
(B) She will tell later by Manu.
(C) She will be told later by Manu.
(D) She will be tell later.

2. Select the correct active form of the given sentence.
Has the villa been occupied by them?
(A) Did they occupied the villa?
(B) Had they occupied the villa?
(C) Have they occupied the villa?
(D) Do they occupied the villa?

3. In the given sentence, one word may have been incorrectly spelt. Select the correctly spelt word from the given alternatives. If there is no error, select 'No error' as your answer.
The erroneous information spread rapidly across the nation and created a stir.
(A) erroneous
(B) No error
(C) eronneous
(D) errauneous

4. Select the most appropriate option to fill in the blank.
The angles are equal, consequently the sides are _____
(A) equal
(B) unequal
(C) larger
(D) smaller

5. Select the most appropriate ANTONYM of the word 'SINKS' from the given sentence.
Groups work together to create Christmas parade themes, which are then carried out in floats, musical groups, and strolling figures.
(A) RPQS (B) SPRQ
(C) QSPR (D) QPRS

10. Choose the most appropriate meaning of the underlined word in the given sentence.
Even though Margaret had already eaten a large meal, she could not resist eating two slices of the delectable pie.
(A) Stale
(B) Delicious
(C) Nutritious
(D) Rotten

11. Select the correct indirect form of the given sentence.
She said to me, "The charlatan will be breaking into the safe."
(A) She told me that the charlatan would be breaking into the safe.
(B) She said to me that the charlatan will be breaking in the safe.
(C) She said to me that the charlatan can be breaking into the safe.
(D) She said to me that the charlatan is breaking into the safe.

12. Select the most appropriate meaning of the given idiom.
Fly into a passion
(A) To be aggressive at times
(B) To become aggressive often
(C) To become angry suddenly
(D) To be always angry

13. Select the most appropriate ANTONYM of the underlined word in the given sentence.
God has clearly blessed human beings for his glory.
(A) Appointed
(B) Produced
(C) Applied
(D) Cursed

(A) Floats
(B) Create
(C) Parade
(D) Strolling

6. Select the most appropriate option that can substitute the underlined segment in the given sentence. If there is no need to substitute it, select 'No substitution'.
After finishing high school, I plan to pursuing law.
(A) No substitution
(B) plan to pursue
(C) plan in pursue
(D) plan to pursuing

7. Select the most appropriate meaning of the given idiom.
Like a cakewalk
(A) Smooth surface
(B) Pleasant experience
(C) Easy task
(D) Active

8. Select the most appropriate synonym of the given word.
Confusion
(A) Intrepidity
(B) Stagnation
(C) Perusal
(D) Commotion

9. Rearrange the parts of the sentence in correct order.
The rattlesnake P. it has specialized Jacobson's Q. organs, which gives it a heightened R. knowens when to lie low because S. sense of smell to detect prey
(A) P, Q, R, S, R, A, 5, A, 6, B, 7, C, 8, D, 9, A, 10, B, 11, A, 12, C, 13, D.

Computer

1. Which device is used to reproduce drawings using pens that are attached to movable arms?
(A) Plotter
(B) Light Pen
(C) Scanner
(D) Printer

2. 'Scitation' is the online host service of -
(A) American Institute of Physics
(B) University of Maryland
(C) Society for Industrial
(D) Oxford University

3. Which set of rules is applicable for exchange of files over Internet?
(A) FTP/IP
(B) HTTP
(C) HTML
(D) HYPERLINK

4. When data changes in multiple lists and all lists are not updated, this causes
(A) data redundancy
(B) information overload
(C) duplicate data
(D) data inconsistency

5. A word in a web page that, when clicked, opens another document is called
(A) anchor
(B) hyperlink
(C) reference
(D) URL

6. 1 Mega Byte is equal to
(A) 1024 Bytes
(B) 1024 Kilo Bytes
(C) 1024 Giga Bits
(D) 1024 Bits

7. Who is the father of Internet?
(A) Vint Cerf
(B) Tim Berners Lee
(C) Charles Babbage
(D) None of these

8. Who invented world wide web?
(A) Tim Berners Lee
(B) Sir Thomas
(C) Charles Babbage
(D) None of these

9. Internet's initial development was supported by

(A) Microsoft
(B) ARPANET
(C) Bill Rogers
(D) Bill Gates

10. Number of bit used by the IPv6 address?
(A) 32 bit (B) 64 bit
(C) 128 bit (D) 256bit

11. Which of the following programming language is used to create programs like applets?
(A) COBOL
(B) C Language
(C) Java
(D) BASIC

12. The first mechanical computer designed by Charles Babbage was called
(A) Abacus
(B) Analytical Engine
(C) Calculator
(D) Processor

13. Which gate is a single integrated circuit?
(A) Gate
(B) Mother Board
(C) Chip
(D) CPU

14. Web pages are written using
(A) FTP (B) HTTP
(C) HTML (D) URL

15. What is used to make computer chips?
(A) Copper (B) Steel
(C) Silicon (D) Iron

16. What is full form of EXIF?
(A) Exchangeable Image Fine Finish
(B) Exchangeable Image File Format
(C) Executable Image File Format
(D) Executable Image File Finish

Answer

1. A, 2. A, 3. B, 4. D, 5. B, 6. B, 7. A, 8. A, 9. B, 10. C, 11. C, 12. B, 13. A, 14. C, 15. C, 16. B.