

(a) Can any of the following : Viz, turmeric, neem and the name basmati be patented? Substantiate your answer.

(b) Evaluate the role played by Government of India in preventing the misuse of the name basmati.

MBA 3811

M.B.A. DEGREE EXAMINATION, JUNE 2007.

Third Semester

International Business

Paper XI — INTERNATIONAL BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. Explain the scope of International Business Environment.
2. Define Indian Patent Law.
3. Examine the significance of Generalized System of Preferences.
4. What do you mean by MNC?
5. Write a note on FDI.
6. Indicate the forms of Foreign Investment in India.

7. Mention briefly international Economic Institutions.

8. Compare Legal Environment and Technology Environment.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Define Capital Flows. Explain different types of Foreign Investment.

10. Explain the India's Export Trade Policy.

11. What are the functions of World Trade Organization?

12. Evaluate the International Economic Groups.

13. Examine how Social and Cultural Environment affects internal business.

14. Elucidate the different theories of Foreign Investment.

15. Discuss briefly the concept of Multinational Corporations.

16. State the achievements of UNCTAD.

PART C — (1 × 20 = 20 marks)

17. Case Study – Compulsory :

In September 1997, Rice Tee a small food technology company based in Texas, United States, was granted a patent by the US Patent office to call an aromatic rice variety developed in USA Basmati. India challenged the case, arguing that basmati is a unique aromatic rice grown in Northern India, and not a name Rice Tee could claim. In fact only inventions can be patented. Consequently, the US patent office accepted India's basic position, and Rice Tee had to drop 15 of the 20 claims that it had made. Of the remaining claims, Rice Tee managed to evolve three new varieties of rice for which it got a patent from United States Patent and Trademarks Office (USPTO), as India had not objected to these. The ruling has not handed over Rice Tee the basmati brand. Rather, it provides it a patent for superior three strains of basmati developed by cross-breeding a Pakistani basmati with a semi-dwarf American variety.

According to the WTO Agreement, Geographical indications like basmati can be legally protected and their misuse can be thus prevented. The unfortunately thing is that Government of India has not taken timely steps for protecting our Geographical indications and bio-diversity. Although a Geographical Indication of Goods Bill was introduced in Indian parliament in 1999, even at the end of 2001 it had not become an Act.