

Question 1: What does Externalities mean with reference to pollution?

Question 2: What is cash inflow and outflow

Question 3: What is positive impact of higher literacy on SMEs.

Question 4: Which agreement of WTO deals with safety and health of employees explain

Question 5: While starting a new business which sources are used to acquire information.

Question 6: Why positive cash flows are important for success of a business?

Question 7: Why SMEs of pakistan are reluctant to submit case of anti dumping

Question 8: You are a manger of fan company, your sales volume is low, how do you improve your sales volume

Answer:

1. improvement of product
2. marketing
3. ads in newz papers and professional journals, tv advertisemrnt
4. free samples with ur product

Question 9: ABC firm wants to open a frenchise in another country 'Z'. ABC firm wants minimum risk and minimum time to start this business in country 'Z'.

Question 10: Briefly describe the types of exchange system. Evaluation of the barter system at international level.

Question 11: Briefly discuss licensing and its benefits.

Answer:

Licensing is an arrangement between two parties, where one party has proprietary rightsprotected by a patent, trademark, or copyright. This requires the licensee to pay a royaltyto the holder of the proprietary rights in return for permission to copy the patent.Licensing has significant value as a marketing strategy to holders of patents.

Benefits:

There are various ways in which a license agreement can give the licensee thepossibility of increasing revenues and profits, and of enlarging market share:~There is often a rush to bring new products onto the market. A license agreement that gives access to technologies which are already established or readily available can make it possible for an enterprise toreach the market faster.

Small companies may not have the resources to conduct the research anddevelopment necessary to provide new or superior products. A licenseagreement can give an enterprise access to technical advances thatwould otherwise be difficult for it to obtain.

A license can also be necessary for the maintenance and development ofa market position that is already well established but is threatened by anew design or new production methods. The costs entailed in followingevents and trends can be daunting, and quick access to a new technologythrough a license agreement may be the best way to overcome thisproblem.

There may also be licensing-in opportunities which, when paired withthe company's current technology