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MBA
18MBA2062nd Semester Regular Examination 2018-19

INTERNATIONAL BUSINESS

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F729

Answer Question No.1 (Part-I) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Only Short Answer Type Questions (Answer All-10)

(2 x 10)

- How do you define International Business?
- State the starting point for International Business.
- How is the state of Free Trade?
- What is country attractiveness?
- State the limitations of international business..
- How do you define FII?
- Write about Export Subsidy
- State the Inward Approach
- State the full expression of GATT.
- How do you define an Expatriate Manager?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Discuss the process of international business.
- Distinguish between domestic business and international business.
- How do FDIs help a country alleviate its economic distress?
- Explain the advantages of a Regional Trade Block in promoting business.
- Differentiate between Foreign Trade and Foreign Marketing with example(s).
- What are the factors causing globalization of business.
- Discuss the Outward Approach from the liberalization and protection perspectives of a country.
- Lay down the essentials of Product Development and Pricing strategies from Product Life Cycle perspectives in the countries of business operations.
- Explain the Global Business Environment and state its importance in International Business.
- Discuss the roles of different instruments of Trade Policy. How do they affect International Business?
- Are Ethical issues in International Business more important than in Domestic Business? Substantiate your answer with sufficient reasoning.
- Why "Make or Buy Decision" is very important in manufacturing business and more so in International Business? Justify your answer.

Part-III

Q3 Only Long Answer Type Questions (Answer Any Two out of Four)

(16)

Describe the different modes of entry into International Business with proper analysis.

Q4 Discuss in detail the role and functions of WTO in Global Business.

(16)

Q5 Design the Organization Structure of a company involved in Tourism, operating in India, Sri Lanka, Bangladesh and Nepal. Discuss your reasons for doing so.

(16)

Q6 Discuss the strategic compulsions of Standardization and Differentiation with examples from two countries.

(16)