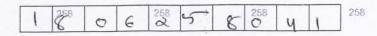
Registration No²⁵⁸

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2nd Semester Regular Examination 2018-19 INTERNATIONAL BUSINESS

BRANCH : MBA

25 Max Marks : 2100

Time: 3 Hours Q.CODE: F729

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

The figures in the right hand margin indicate marks.

258	Q1		258 Part-I 258 258 258 Only Short Answer Type Questions (Answer All-10)	(2 x 10)
	QI	a)	How do you define International Business?	(2 X 10)
		b)	State the starting point for International Business.	
		c)	How is the state of Free Trade?	
		d)	What is country attractiveness?	
		e)	State the limitations of international business	
		f)	How do you define FII?	
258		g)	Write about Export Subsidy 258 258 258	258
2		h)	State the Inward Approach	*
		i)	State the full expression of GATT.	
		j)	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)
		a	Discuss the process of international business.	6, 1
258		b	Distinguish between domestics business and international businessia 258	258
		(c)	How do FDIs help a country alleviate its economic distress?	
		d	Explain the advantages of a Regional Trade Block in promoting business.	
		- A.	Differentiate between Foreign Trade and Foreign Mārketing with example(s). What are the factors causing globalization of business.	
		g) `	Discuss the Outward Approach from the liberalization and protection perspectives of a	1
		91	country.	
		h)	Lay down the essentials of Product Development and Pricing strategies from Product Life	٥
258		,	Cycle perspectives in the countries of business operations. 258 258	258
		if	Explain the Global Business Environment and state its importance in International	
			Business.	
		j)	Discuss the roles of different instruments of Trade Policy. How do they affect International	
			Business?	,
		k)	Are Ethical issues in International Business more important than in Domestic Business?	
		٤ ١١	Substantiate your answer with sufficient reasoning.	
258		1)	Why "Make or Buy Decision" is very important in manufacturing business and more so in International Business? Justify your answer.	258
			international business? Sustify your answer.	
			Part-III	
	00		Only Long Answer Type Questions (Answer Any Two out of Four)	(4.0)
	Q3		Describe the different modes of entry into International Business with proper analysis.	(16)
	Q4		Discuss in detail the role and functions of WTO in Global Business.	(16)
258	Q5		Design the Organization Structure of a company involved in Tourism, operating in India,	(16) ²⁵⁸
			Sri Lanka, Bangladesh and Nepal. Discuss your reasons for doing so.	()
	Q6		Discuss the strategic compulsions of Standardization and Differentiation with examples	(16)
	GO		from two countries.	(10)