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Total Number of Pages : 01

MBA
18MBA206

2nd Semester Regular Examination 2018-19

INTERNATIONAL BUSINESS

BRANCH : MBA

Max Marks : 100

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.

- Part- I**
- Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)**
- a) How do you define International Business?
 - 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?
 - g) Write about Export Subsidy
 - 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.
 - b) Distinguish between domestic business and international business.
 - c) How do FDIs help a country alleviate its economic distress?
 - d) Explain the advantages of a Regional Trade Block in promoting business.
 - e) Differentiate between Foreign Trade and Foreign Marketing with example(s).
 - f) What are the factors causing globalization of business.
 - g) Discuss the Outward Approach from the liberalization and protection perspectives of a country.
 - h) Lay down the essentials of Product Development and Pricing strategies from Product Life Cycle perspectives in the countries of business operations.
 - i) 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? Substantiate your answer with sufficient reasoning.
 - l) 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 (16)**
- Discuss in detail the role and functions of WTO in Global Business.
- Q5 (16)**
- Design the Organization Structure of a company involved in Tourism, operating in India, Sri Lanka, Bangladesh and Nepal. Discuss your reasons for doing so.
- Q6 (16)**
- Discuss the strategic compulsions of Standardization and Differentiation with examples from two countries.