

MBA
(SEM III) THEORY EXAMINATION 2018-19
INTERNATIONAL BUSINESS MANAGEMENT

*Time: 3 Hours**Total Marks: 70*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt *all* questions in brief. 2 x 7 = 14**
- a. Describe Globalization.
 - b. Why firms engage in international business?
 - c. Define Mercantilism theory of International Trade.
 - d. How can you segment international market? Give only points.
 - e. Can regional grouping help the progress of the member countries? How?
 - f. What is FOREX management?
 - g. What are the Voluntary Export Restraints?

SECTION B

- 2. Attempt any *three* of the following: 7 x 3 = 21**
- a. Why Britain exit from EU? Explain.
 - b. Explain about International Staffing Approaches.
 - c. What are the different advantages and disadvantages of Free Trade?
 - d. Explain the roles of Internet in International Business.
 - e. What are the different factors causing Globalization of Businesses?

SECTION C

- 3. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) Describe the determinants of exchange rate.
 - (b) Discuss international business environment and its impact on international business.
- 4. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) Explain EPRG framework of international marketing orientation with suitable examples.
 - (b) Discuss the various form of International Business.
- 5. Attempt any *one* part of the following: 7 x 1 = 7**
- (a) What is WTO? Explain the roles of WTO. What is its significance of IMF?
 - (b) Explain the following –
 - (i) Comparative cost theory
 - (ii) NAFTA

6. Attempt any *one* part of the following:

7 x 1 = 7

- (a) What do you mean by International Product Life Cycle? Explain each cycle with suitable examples.
- (b) How can you explain Porter's National Competitive Advantage Theory? Also give suitable examples with this context.

7. Attempt any *one* part of the following:

7 x 1 = 7

- (a) What do you mean by Trade Barriers? Differentiate between Tariff and Non Tariff barriers with examples.
- (b) What is economic integration? Explain forms of Economic Integration with examples.