Printed Pages:02 **Sub Code: RMB 302**

Paper Id: 270302 **Roll No.** | | | | | | | | | | |

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.