Sub Code:KMB302

Paper Id: 270352 Roll No:

MBA
(SEM-III) THEORY EXAMINATION 2019-20
INTERNATIONAL BUSINESS MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

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

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

Qno.	Question	Marks	CO
a.	**Enumerate the driving forces of International Business**	2	1
b.	What is Voluntary Export Restraints?	2	2
c.	Write two scopes of International Human Resource Management.	2	3
d.	Differentiate FDI and FII.	2	4
e.	Discuss the financial assistance provided by IMF.	2	5
f.	Explain the imperatives of culture on International Business	2	1
g.	State Anti-dumping Policy.	2	2
h.	What is International Product Life Cycle?	2	3
i.	What do you understand by FEMA and FERA?	2	4
j.	Define Special Drawing Rights (SDRs).	2	5

SECTION B

2. Attempt any *three* of the following: 3 x 10 = 30

Qno.	Question	Marks	CO
a.	What are the major problems faced by developing countries in promoting their export? What are your suggestions to solve these problems?	10	1
b.	Critically examine the Factor endowment theory of International Trade.	10	2
c.	Define International Labor Relations. What is the role of international Labour organization?	10	3
d.	What is cross rate of exchan? What are Exchange Controls and why are they done? Discuss with example.	10	4
e.	Explain objectives and functions of UNCTAD.	10	5

SECTION C

3. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	What is legal environment? What importance legal environment holds for international business?	10	1
b.	Compare and Contrast Domestic Business and International Business.	10	1

4. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Non-tariff barriers do not restrict market access to the products of developing countries. Justify the statement with suitable examples and discuss various Non-tariff barriers.	10	2
b.	"The purpose of a trade theory is to explain the pattern of trade between two countries". Highlight the statement and discuss International Product life Cycles Theory.	10	2

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5. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	How International Marketing is different from Domestic Marketing? Discuss the approaches of International Segmentation.	10	3
b.	What do you understand by Expatriate Management? How does it work? Discuss with example.	10	3

6. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Fluctuations in exchange rates affect the profitability of not only exporting/importing firms but also purely domestic firms. Justify the Statement and discuss various theories of Exchange rate determination.	10	4
b.	Discuss in detail the brief history of Indian Rupee.	10	4

7. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	What are various forms of Regional Economic Groupings? Discuss the impact of Regional Economic Groupings.	10	5
b.	Explain the structure and functions of WTO. Point out major Pluriliteral trade agreements.	10	5

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