PAPER ID-410429

Subject Code: KMBNIB01

Roll No: | | | | | | | | | | | | | |

MBA

(SEM III) THEORY EXAMINATION 2021-22

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.	What is international marketing?	2	3
b.	What do you mean by expatriate?	2	3
c.	What is ASEAN?	2	5
d.	Define UNCTAD.	2	5
e.	What do you mean by foreign exchange?	2	4
f.	What is globalization?	2	1
g.	Define joint venture.	2	1
h.	What is import quota?	2	2
i.	Define subsidies.	2	2
j.	What is anti dumping policy?	2	2

SECTION B

2. Attempt any *three* of the following:

a.	What are the driving and restraining forces of International Business? Explain.	10	1
b.	What is tariffs? Discuss the types of tariffs.	10	2
c.	What are the different types of international orientation? Discuss.	10	3
d.	What are the importance of foreign exchange in an economy? Describe.	10	4
e.	Illustrate the objectives and functions of WTO.	10	5

SECTION C

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

a.	What are the modes of entering into international business? Explain.	10	1
b.	Describe the characteristics and role of MNCs.	10	1

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

a.	What is Mercantilism theory? Discuss with example.	10	2
b.	What is eclectic theory in international business? Describe.	10	2

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

a.	What is international segmentation? Explain the types of segmentation.	10	3
b.	Illustrate the stages of international product life cycle.	10	3

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

a.	Discuss the various types of exchange rate regimes.	10	4
b.	Explain the factors affecting foreign exchange rate.	10	4

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

a.	Describe the objectives and functions of IMF.	10	5
b.	What is regional economic integration? Discuss the levels of economic integration.	10	5

QP22O1P_132 | 04-Jan-2022 13:58:27 | 43.230.196.221