MBA

(SEM III) THEORY EXAMINATION 2023-24

INTERNATIONAL BUSINESS MANAGEMENT

TIME: 3HRS M.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

Q no.	Question	Marks	CO
a.	Define the nature of International Business.	2	1
b.	Write four characteristics of a Multinational Corporation	2	1
c.	Mention Location Specific Advantage Theory.	2	2
d.	What is the concept of Mercantilism Theory?	2	2
e.	Define Expatriate Management.	2	3
f.	What is meant by Regiocentric Approach?	2	3
g.	Define Foreign Exchange Market.	2	4
h.	What is Demonetization?	2	4
i.	Write the names of countries in NAFTA	2	5
j.	What is Free Trade Area?	2	5

SECTION B

2. Attempt any *three* of the following:

a.	Discuss the role of globalization in development of Indian business.	10	1
b.	Describe International Product Life Cycles Theory with suitable examples. Why does the International Product Lifecycle Theory hold more relevance these days?	10	2
c.	Compare and contrast the different staffing approach.	10	3
d.	Discuss Fixed, Floating and Managed exchange rate system along with their merits and demerits.	10	4
e.	What are the levels of Economic Integration? Explain.	10	5

SECTION C

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

a.	International business environment is very uncertain, then why do companies want to engage in international business?	10	1
b.	Explain the different Modes of Entry for International Market.	10	1

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

a	Explain Adam Smith's theory of absolute advantage. How does Ricardo's theory of comparative advantage differ from theory of absolute advantage?	10	2
b.	Discuss on the followings – Forms of Protection Theory of Capital Movements	10	2

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

a.	How domestic based companies do STP for International Marketing Process?	10	3
b.	Explain EPRG framework of International Marketing Orientations.	10	3

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

a.	Write a note on "Brief History of Indian Rupee".	10	4
b.	Explain the different factors affecting exchange rates.	10	4

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

a.	Write the short notes on the following – Functions of IMF BRICS	10	5
b.	Is economic integration a boon or a bane? Give reasons for your answer	10	5

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