

Total No. of Questions : 6]

SEAT No. :

P1698

[Total No. of Pages : 2

[4970]-402

MBA (Semester - IV)

INTERNATIONAL BUSINESS MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) Attempt any FOUR questions from question numbers Q1-5. Each long question carries 12 marks.*
- 2) Q6 is Compulsory and carries 22 Marks.*

Q1) What do you understand by Globalization? Enlist the stages involved. Mention its advantages and disadvantages with examples in the Indian context.

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Q2) Compare and contrast the theories of absolute advantage and comparative advantage. What are the assumptions, implications and criticisms?

Q3) Societies differ because their cultures vary. What implications do this bear on global companies, give examples. Which strategies international business managers can use to deal with cultural differences in host and home countries?

Q4) Explain in brief the tariff and non-tariff regulations and practices used by governments to control international trade.

Q5) Which are the choices of entry modes available to a firm contemplating foreign expansion? Explain the advantages and disadvantages in each case.

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Q6) Write short notes on (Any four) :

- a) The spot market
- b) Special drawing rights (IMF)
- c) Highlights of the current export-import policy
- d) Dispute settlement mechanism of the WTO
- e) NAFTA
- f) Export finance
- g) Multinational corporations.



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