



PG – 121

IV Semester M.B.A Degree Examination, June/July 2012
(2007-08 Scheme)

Management

Paper – 4.2 : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions. **Each** sub question carries **two** marks. **(6×2=12)**

1. a) What is mercantilism ?
- b) What is internalisation ?
- c) What is globalisation ?
- d) What is conflict ?
- e) What is a common market ?
- f) What is TRIPS ?
- g) What is balance of payments ?
- h) What is FDI ?

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**

2. What is the WTO ? Discuss its aims and functions.
3. What are the factors causing conflict in international business ? What is the role of international agencies in conflict resolution ?
4. What are MNCs ? How are they useful to a host country ? What harm can they cause ?
5. What is country competitiveness ? Explain with respect to India's capacity to attract FDI.
6. Discuss the issues to be considered in export marketing before going international. Use any one country of your choice and discuss the essentials.

P.T.O.



SECTION - C

Answer any two questions. Each question carries twelve marks. (2x12=24)

- 7. Discuss the different theories of international business.
- 8. How is FDI important to a developing country ? Explain using appropriate examples.
- 9. What are regional trade blocks ? Discuss the role regional trade blocks play in facilitating international business ?

SECTION - D

Compulsory case study :

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- 10. You have just manufactured a herbal sunscreen cream in India. If you wish to market it internationally, discuss;
 - a) What kind of market research would you do ?
 - b) Name the cream, suggest suitable packing for it.
 - c) Name any two countries where you would like to market the cream ? Discuss your entry strategies in those countries and explain why you would use those strategies ?

SECTION - E

Answer any three questions. Each question carries eight marks. (3x8=24)

- 1. What is the WTO ? Discuss its aims and functions.
- 2. What are the factors causing conflict in international business ? What is the role of international agencies in conflict resolution ?
- 3. What are MNCs ? How are they useful to a host country ? What harm can they cause ?
- 4. What is country competitiveness ? Explain with respect to India's capacity to attract FDI.
- 5. Discuss the issues to be considered in export marketing before going international. Use any one country of your choice and discuss the essentials.