



**PG – 951**

**IV Semester M.B.A. Degree Examination, July 2016**

**(2007-08 Scheme)**

**MANAGEMENT**

**4.2 : International Business**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

Answer **any six** questions. Each question carries **two** marks.

**(6×2=12)**

1. a) What is meant by investment flow ?
- b) What is meant by liberalisation ?
- c) What is meant by EXIM policy ?
- d) What are balance of payments ?
- e) What are conflicts ?
- f) What is globalisation ?
- g) What is export marketing ?
- h) What is export financing ?

**SECTION – B**

Answer **any three** questions. Each question carries **eight** marks.

**(3×8=24)**

2. What is meant by global competitiveness ? Is India competitive ? Explain with examples.
3. What is meant by regional economic cooperation ? Explain how the Economic Unions have developed from the Trade Areas.
4. Why are MNCs criticised ? With suitable examples, explain the pros and cons of having MNC's in India.
5. What are international strategies ? Explain the formulation and implementation of international strategies.
6. What are conflicts in international business ? Explain the role of international agencies in conflict resolution.

**P.T.O.**



SECTION – C

Answer **any two** questions. Each question carries **twelve** marks. (2×12=24)

7. Discuss in detail the various theories of international business.
8. Mention and explain all the relevant documentation required for export trade.
9. Discuss in detail the evolution and the drivers of international business.

SECTION – D

This Section is **compulsory**.

10. There are a few products given below. Select **any one** product and explain how you will export them to the European Union. (1×15=15)

- a) Toothpaste
- b) An agrobased fruit drink.
- c) Mehendi tattooing (a service).
- d) Cell phones.

You are required to comment on the following aspects :

- 1) These products are made in India.
- 2) Explain how you will position your products.
- 3) Keep in mind the stringest norms of the European Union as regards sustainable development, pollution control, etc.
- 4) Give an attractive name that describes the product characteristics and mention your target.