



PG – 901

IV Semester M.B.A. Degree Examination, July 2017
(2007-08 Scheme)

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) Define an MNC.
- b) What is meant by globalisation ?
- c) What is meant by country competitiveness ?
- d) What is regional economic integration ?
- e) What is international strategic management ?
- f) What is international marketing ?
- g) What is meant by factor endowment theory ?
- h) What is meant by a mode of entry into a country of operations ?

SECTION – B

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

2. Explain the different ways in which a domestic business becomes an international business.
3. What is meant by cross cultural management ? Why do international business managers require to adapt to diversity ?
4. Discuss the different drivers of international business. Give suitable examples of your choice.
5. Discuss the strategic issues of international financial management.
6. What are international strategic alliances ? Use examples and explain their current usefulness.

P.T.O.



SECTION - C

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

7. What is WTO ? Explain the structure of WTO. Discuss critical issues of WTO with India.
8. Discuss with examples the steps of formation of regional economic integrations. Trace the growth from the likes of SAARC to the EU.
9. What is meant by international environment in International business ? Explain in detail.

SECTION - D

10. Case study : This section is **compulsory**. (1x15=15)

You are an exporter of Indian mangoes to Australia. Detail your strategy of introducing and marketing Indian mangoes in Australia. Also detail the procedure and documents you will need in exporting.