

Roll No. ....

## **MS-111/CP-3002**

### **International Business**

(अन्तर्राष्ट्रीय व्यवसाय)

Master of Business Administration/  
Diploma in Management  
(MBA-10/12/13/16/17/  
DIM-10/16/17)

Second/Third/Fifth Semester, Examination, 2018

**Time : 3 Hours**                                   **Max. Marks : 80**

**Note :** This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

#### **Section-A**

##### **(Long Answer Type Questions)**

**Note :** Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. Explain the concept of international business and evaluate the distinguishing features vis-a-vis domestic business with suitable examples.
2. How do self-reference-criteria (SRC) become an obstacle in international business decisions ? How would you minimize the influence of SRC ? Substantiate your answer with suitable examples.

3. Describe the theory of Comparative Advantage.
4. Describe the various forms of International Economic Integration.

### Section-B

#### (Short Answer Type Questions)

**Note :** Section ‘B’ contains eight (08) short answer type questions of eight (8) marks each. Learners are required to answer *four* (04) questions only.

1. Briefly explain the concept of balance of payments.
2. Explain the role of price as a free market regulator.
3. “Culture is pervasive in all marketing activities.” Discuss.
4. What are the most frequently encountered political risks in foreign business ? Discuss.
5. Discuss the economic and trade importance of the big emerging markets.
6. Write a brief note on the increasing importance of international strategic alliances.
7. “If the product sells in Tokyo, it will sell in London and New Delhi.” Comment.
8. Write a brief note on the concept of FDI.

### Section-C

#### (Objective Type Questions)

**Note :** Section ‘C’ contains ten (10) objective type questions of one (01) mark each. All the questions of this Section are compulsory.

State whether the following statements are True or False :

1. ‘Switch Trading’ refers to trading involving a third party, known as switch trader in the transaction to facilitate buying of unwanted goods from the importer and making payment by cash a barter to the exporter.

2. Aesthetics refers to ideas and perceptions that a cultural group upholds in terms of duty and good taste.
3. Mercosur was created in 1991 by Brazil, Argentina, Paraguay and Uruguay.
4. Tariffs and customs duties on merchandise imports.
5. ‘Money laundering’ refers to conversion of money obtained from illegal means so as to make it appear to originate from a legal source.
6. ‘Quotas’ is an example of non-tariff barrier.
7. Polycentric orientation is a strategic approach that recognizes considerable cultural differences among countries and formulates country specific business strategies.
8. An ‘embargo’ is a refusal to sell to a specific country.
9. The most severe political risks is confiscation, that is, the seizing of a company’s assets without payment.
10. Arbitration rather than litigation is the preferred method for resolving international commercial disputes.