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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**

**2<sup>nd</sup>/3<sup>rd</sup>/5<sup>th</sup> Semester**

**Examination-2019**

*Time : 3 Hours*

*[Maximum Marks : 80*

**Note :** This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

**Section–A**

**(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any three (03) questions only. **(3×15=45)**

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1. How have changes in technology contributed to the globalization of markets and production? Would the globalization of production and markets have been possible without these technological changes?
2. Under what circumstances might MNCs be described as 'global companies'? Give examples.
3. What are the implications for international business of differences in the dominant religion and/or ethical system of a country?
4. What factors must be taken into account while designing the 'marketing mix' for international market entry?
5. Why do the members of regional economic groupings sometimes have a tendency to be protectionist towards outsiders? Is protectionism in their own economic interest?

### Section–B

#### (Short-Answer-Type Questions)

**Note :** Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. **(5×7=35)**

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P.T.O.

(3)

1. In what ways can multinational corporations be defined? Why do different organizations and authors define MNCs in different way?
2. What are the main sources of finance for a company's international operations? What additional financial risks are involved in international operations?
3. What are the main arguments in favour of free trade? What types of trade barriers prevents free trade?
4. What are the major regional economic groupings in North and South America? How do they differ in terms of the level of integration reached?
5. Does the dominance of industrialized nations in world trade suggest that free trade is generally against the interests of developing countries?
6. What do you understand by 'import quotas' and 'voluntary Export Restraints'?
7. What are 'Turnkey Projects'? What are its advantages and disadvantages?
8. Discuss the advantages and disadvantages of strategic Alliances.

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