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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)

2nd /3rd/5th Semester, Examination June 2022

Time: 2 Hours

Max. 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. Explain why might a firm consider granting a license or franchise to a foreign firm rather than engaging in foreign direct investment itself?
- Q.2. "The value system and norms of a country can affect the costs of doing business in that country". Elucidate the statement.
- Q.3. What factors must be taken into account when recruiting and selecting managers for a foreign venture?
- Q.4. What are the potential costs of adopting a free trade regime? Do you think governments should do anything to reduce these costs? What?
- Q.5. In what ways does the business environment in India become more attractive to foreign investors in recent years?

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only. [4 x 10 = 40]

P.T.O.

- Q.1. Do you agree that consumer tastes are converging internationally? If so, why?
- Q.2. Assess the impact of political, legal and economic factors in influencing the extent and location of international business.
- Q.3. Discuss the significance of cultural awareness in international business.
- Q.4. What is the difference between a free trade area, a customs union, a common market and an economic union?
- Q.5. In what ways do major trading nations influence the world economy and the policies of international institutions?
- Q.6. What features of the emerging economies appear to have contributed to their rapid economic development.
- Q.7. Whose interests should be the paramount concern of government trade policy the interests of producers (businesses and their employees) or the interests of consumers?
- Q.8. What is Franchising? List some of its advantages and disadvantages.
