

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, 2019 (June)

Time : 3 Hours]

Max. Marks : 80

Note : This paper is of Eighty (80) marks divided into 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 any two (02) questions only.

(2×19=38)

1. Describe all basic motives for expanding business operations overseas.

2. Explain the role of WTO in multilateral trade negotiations.
3. Give a brief account on the contemporary environment prevailing in India for doing international business.
4. Describe the theory of competitive advantage.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer any four (04) questions only. (4×8=32)

1. Why does the balance of payments always balance even though the balance of trade does not ?
2. Why should a foreign marketer be concerned with the study of culture ?
3. What are intellectual property rights? Why should a company in international business take steps to protect them ?
4. Discuss the possible types of arrangements for regional economic integration.
5. How will your entry into a developed foreign market differ from entry into a relatively untapped market ?

6. Write a brief note on the benefits of FDI.
7. What is Piggy backing ?
8. What is an irrevocable letter of credit ?

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. (10×1=10)

State whether the following are True or False :

1. A customs union enjoys the Free Trade Area's reduced or eliminated internal tariffs and adds a common external tariff on products imported from countries outside the union.
2. 'Self reference criterion' refers to an unconscious reference to one's own cultural values, experiences and knowledge as a basis for decision making.
3. NAFTA members include US, Canada and Mexico.
4. The special drawing right (SDR) have been allocated to member countries (as book keeping entries) as a percentage of their IMF quotas.

5. Grey marketing refers to import and export of goods and distributing them through unauthorized channel.
 6. Post shipment credit is any loan or advance granted to an exporter from the date of shipment till the realisation of export proceeds.
 7. A balance-of-payments statement includes three accounts : the current account, the capital account and the official reserves account.
 8. Antidumping laws were designed to prevent foreign producers from using predatory pricing.
 9. Expropriation is a political risks, where the government seizes an investment, but some reimbursement for the assets is made.
 10. A Strategic International Alliance (SIA) is a business relationship established by two or more companies to cooperate out of mutual need and to share risk in achieving a common objective.
-