



DI-010-003401

Seat No. _____

M. B. A. (Sem. IV) (CBCS) Examination

April / May – 2015

International Business (CCT - 10401)

Faculty Code : 010

Subject Code : 003401

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks

1 Explain the following: (Any seven)

- (1) What is polycentrism?
- (2) Who are third country nationals?
- (3) What are the conflicts in international business?
- (4) Define expatriate management.
- (5) What is exchange risk?
- (6) What is political environment?
- (7) What do you mean by 'Balance of Trade'?
- (8) Name some forms of international business.
- (9) What is licensing agreement?

2 (A) Compare and contrast international business with domestic business.

(B) What is legal environment? Describe the different legal systems.

OR

2 (A) What are the salient features of MNC's?

(B) What are the implications of culture for international business? Describe with examples.

- 3 What is international financial management? How does it compare with domestic financial management?

OR

- 3 What are the basic issues involved in recruiting and selecting managers for foreign assignment?
- 4 (A) Bring out the objectives and the functions of WTO.
(B) Explain the various promotion strategies adopted by an international business.

OR

- 4 (A) Explain the different pricing strategies of an international business.
(B) Why are harmonization efforts of accounting standards and practices resisted?

5 Case study :

At the start of 2010 a new free trade area was established incorporating China and the six founding members of the Association of South East Asian Nations (ASEAN). These countries are Brunei, Indonesia, Malaysia, Philippines, Singapore, and Thailand. The aim is to eliminate 90% of imported goods. This deal created the largest trade area in the world, with nearly 1.9bn people. Although there are undoubted gains there have also been warnings from South East Asia that some industries are not ready to compete with China and that jobs will be lost.

Questions:

- (1) What is a free trade area?
(2) Outline the potential advantages and disadvantages of joining this area for the member countries.
(3) What factors determine the extent to which industries within a country gain or lose?