



NAV-010-003401 Seat No. _____

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

March / April - 2017

International Business

Faculty Code : 010

Subject Code : 003401

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

- 1 Compare and contrast international business with domestic business. Also discuss various drivers of going global.
- 2 (a) How do the theories of absolute advantage and comparative advantage differ from each other ?
(b) Describe political risk assessment for international business.

OR

- 2 (a) Compare and contrast India and China trade policies.
(b) '*Jyoti*' - an Indian ayurvedic face wash, like to go global in European market, suggest them marketing strategy as an expert.
- 3 How do international business seek to minimize foreign exchange risk discuss in detail currency convertibility issue in International Business ?
- 4 (a) Outline the main characteristics of the ethnocentric, polycentric and geocentric approaches to International staffing.
(b) Discuss - Indian economy and WTO.

OR

- 4 (a) Managing diversity is the key element for success in IB.
(b) Functions of WTO.
- 5 Write any two :
- (1) Trade barriers in International Business
 - (2) Significant of host country economic environment for IB
 - (3) Cultural aspects in International Business
 - (4) Routs of globalization.
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