



PR-161100020401 Seat No. _____

**Master of Business Administration (Sem. IV)
(CBCS) Examination**

August - 2020

International Business

Time : 3 Hours]

[Total Marks : 70

- 1 Define the term International Business. What are the 14
different Trade theories and explain its usefulness in the
Global market?

OR

- 1 What do you mean by Globalization and International 14
Business? Discuss the routes to Globalization and Drivers of
International Business in details.

- 2 Discuss the role of WTO for Global market and also the 14
implications of WTO on Indian Economy.

OR

- 2 Define the term 'International Financial Management'. 14
What are the different Environmental factors of International
Financial management?

- 3 (A) Explain impact of Legal and Technological 7
environment on International Business.

- (B) What is Organizational culture and cross culture 7
aspect in Global Business unit?

OR

- 3 (A) Explain Economy in transition – with special reference 7
to BRICS nations.

- (B) If you want to start a business unit in Japanese 7
country, what social and political aspects will you keep
in mind for business?

4 What is International Marketing? Discuss various strategies and issues related to International Marketing and Advertising strategies. 14

OR

4 Define International Human Resource Management perspectives. What are the HR activates and key issues in managing international labour market? 14

5 KADAR VORA, a local brand of Rajkot, wants to be a conglomerate business unit like Dabur. Suggest the various plans and strategies for entry mode, Marketing, HR, Production and Finance etc. 14
