



Seat No. _____

H-19MBA401
M. B. A. (Sem.-IV) Examination
April - 2023
International Business

Time : $2\frac{1}{2}$ Hours / Total Marks : 70

Instruction : All question carry equal marks.

1 Describe numerous reasons for expanding business internationally.

OR

1 Discuss international trade theories in detail.

2 Define "International Business". Compare and contrast domestic and international businesses in detail.

OR

2 Critically examine the trade theories of China and India.

3 You are a manager in a multicultural organization having operations on 3 continents on the globe, discuss challenges faced by your organization to respect all employees.

OR

3 Describe the significant activities of IHRM, and how it differs from managing domestic organizations.

4 What effect does technology have on Global Business ? How will you manage it considering the social and economic impact on the market ?

OR

4 (A) Describe the consequences of the balance of payments in terms of International business.

(B) Explain the objectives, principles and role of WTO.

5 ABC Cosmetic Ltd., Rajkot, manufacturing cosmetic products for young women, like to sell its products in the European market. What initial business model would suit for them, considering international marketing, also explain cultural and qualitative aspects for the same.