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Total Number of Pages: 02

Course: MBA
Sub_Code: 18MBA206

2nd Semester Back Examination: 2024-25
SUBJECT: INTERNATIONAL BUSINESS
BRANCH(S): BA, FM, GM, HRM, IB, MBA, MBA (M & F), MM
Time: 3 Hours
Max Marks: 100
Q.Code: S477

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- Mention any two limitations of internationalizing business.
- What is protectionism in international trade?
- List two features of international business.
- State two cultural factors impacting global business.
- What is the role of GATT in international business?
- Explain the principle of comparative advantage.
- Highlight two advantages of regional trade blocks.
- List two common methods used to compensate expatriate employees.
- Outline two economic risks in international investment decisions.
- What is a "make or buy" decision?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Compare and contrast domestic business and international business with examples.
- Identify the prospects of international trade for developing countries.
- Analyze the factors that lead to the globalization of business.
- Discuss the advantages and disadvantages of trade liberalization.
- Describe the Heckscher-Ohlin theory and its application.
- Compare and contrast Foreign Direct Investment and Foreign Institutional Investment.
- Discuss the strategic choice between standardization and differentiation.
- Elucidate the types of tariffs with suitable examples.
- Describe the methods used to evaluate global business performance.
- Discuss the process of selecting expatriate managers.
- Explain the key challenges faced in managing an international supply chain.
- Analyze the major risks associated with international investment decisions.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Elucidate the ethical challenges faced by multinational companies operating in diverse cultural settings. (16)
- Q4** Examine various global entry strategies and discuss how a company should evaluate and choose the most appropriate strategy. (16)
- Q5** Describe the key functions and principles of the WTO. (16)
- Q6** Analyze the different types of organizational structures used by multinational corporations and their suitability in different scenarios. (16)