

Registration No :

--	--	--	--	--	--	--	--	--	--

Total Number of Pages: 02

Course: MBA

Sub Code: 18MBA206

2nd Semester Regular / Back Examination: 2022-23

SUBJECT :INTERNATIONAL BUSINESS

MBA,MBA (A & M),FM&HRM,LSCM,MBA (M & F),RM,BM,FM,GM,HRM,IB,MM, BA

Time: 3 Hour

Max Marks : 100

Q.Code: M484

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)

- a) Differentiate between domestic and international business.
- b) Discuss any three advantages of International business.
- c) Why international franchising is gaining momentum?
- d) Why companies are becoming multinational?
- e) Distinguish between licensing and franchising.
- f) What do you mean by make or buy decision?
- g) Define globalization, state its benefits.
- h) Define convertibility of currencies.
- i) Highlight the need for global competitiveness.
- j) What do you mean by Invisible trade?

Part-II

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

- a) International business is more than International trade, Comment.
- b) What are the social and economic consequences of globalization?
- c) Explain the importance and advantages of foreign trade.
- d) Point out the features of international business negotiation.
- e) What determines the success and failure of a firm's foreign entry?
- f) Discuss the approaches and stages of International business.
- g) What are the factors causing conflict in International business?
- h) Discuss the factors influencing international logistics management.
- i) Discuss the impact of WTO in Indian socio-economic development.
- j) Elucidate the problems of International business.
- k) Write the impact of FDI on domestic business in India.
- l) Discuss the various factors that influence foreign investment decisions.

Part-III

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

- Q3** Is regulation of the MNCs essential? What are the modalities to regulate them? **(16)**
- Q4** Describe the different types of tariff and non-tariff barriers in international business. **(16)**
- Q5** Enumerate the ethical issues in international business, highlighting the process of ethical decision making. **(16)**
- Q6** Explain the role of bargaining power" in managing negotiations in international business. **(16)**