

Total No. of Questions : 07] [SET-A] [Total No. of Printed Page : 02

FINAL EXAMINATION – JULY 2017

MBA / PGDBM
First Year - Second Semester
International Business

MBA/PGDBM

Time : 3 Hours

Max Marks : 70
Min. Marks : 28

- Note :**
- (i) Attempt Any Four from section “A”**
 - (ii) Attempt Any Three from section “B”**
 - (iii) Section “C” is compulsory.**

SECTION – “A” (Any Four)

4 × 5 = 20

- Q.1. Write short notes on:- (Any four)
- (i) Risk in International Business
 - (ii) Problems of home country
 - (iii) International Promotion Mix
 - (iv) Global manufacturing
 - (v) Counter trade practices
 - (vi) Appraisal of expatriate staff

SECTION – “B” (Any Three)

3 × 12 = 36

- Q.2. Discuss the nature and scope of International Business. What is the difference between domestic and International Business?
- Q.3. What is the difference between International and Export Pricing? Describe.
- Q.4. Explain the Direct Distribution Channels of International Business.
- Q.5. Evaluate the advantage and disadvantage of FDI. Also explain the Role of FDI in the economic development of the host country.
- Q.6. What are the scope and functions of WTO? Is WTO an Improvement over gatt arrangement? if so how? Discuss.

Total No. of Questions : 07] [SET-A] [Total No. of Printed Page : 02

FINAL EXAMINATION – JULY 2017

MBA / PGDBM
First Year - Second Semester
International Business

MBA/PGDBM

Time : 3 Hours

Max Marks : 70
Min. Marks : 28

- Note :**
- (i) Attempt Any Four from section “A”**
 - (ii) Attempt Any Three from section “B”**
 - (iii) Section “C” is compulsory.**

SECTION – “A” (Any Four)

4 × 5 = 20

- Q.1. Write short notes on:- (Any four)
- (i) Risk in International Business
 - (ii) Problems of home country
 - (iii) International Promotion Mix
 - (iv) Global manufacturing
 - (v) Counter trade practices
 - (vi) Appraisal of expatriate staff

SECTION – “B” (Any Three)

3 × 12 = 36

- Q.2. Discuss the nature and scope of International Business. What is the difference between domestic and International Business?
- Q.3. What is the difference between International and Export Pricing? Describe.
- Q.4. Explain the Direct Distribution Channels of International Business.
- Q.5. Evaluate the advantage and disadvantage of FDI. Also explain the Role of FDI in the economic development of the host country.
- Q.6. What are the scope and functions of WTO? Is WTO an Improvement over gatt arrangement? if so how? Discuss.

SECTION – “C”
(Compulsory Question)

14

Q.7. What do you understand by TRIMs? What are the provisions of TRIMs under Marrakesh Agreement?

-----X-----

SECTION – “C”
(Compulsory Question)

14

Q.7. What do you understand by TRIMs? What are the provisions of TRIMs under Marrakesh Agreement?

-----X-----