

12028

MBA 2nd Year 2nd Semester (CBCS) 2016-17

Examination, May-2018

INTERNATIONAL BUSINESS
(Discipline specific elective courses)

Paper- 16IMG22D2

Time allowed : 3 hours]

[Maximum marks : 80

Note : Section A is compulsory. Attempt four questions from Section -B, selecting at least one question from each unit.

Section-A

1. Briefly explain the following :
 - (a) Two disadvantages of fixed exchange rates.
 - (b) Motives for Internationalisation of firms.
 - (c) Need for FDI.
 - (d) Types of Central mechanism in IB.
 - (e) Advantages of a branded product.
 - (f) International promotion mix.
 - (g) Ethical Dilemma in International business.
 - (h) Objectives of performance appraisal in International business.

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Section-B

Unit-I

2. Explain the various types of risks involved in international business.
3. Explain the economic effects of tariffs on imports.

Unit-II

4. Describe the various steps involved in country evaluation and selection.
5. Describe the push and pull factors affecting FDI.

Unit-III

6. Describe the management of distribution channels in international business.
7. Explain various types of counter trade practices along with their rationale.

Unit-IV

8. Explain the cross cultural challenges in international business.
9. Describe the issues involved in international staffing decisions.