

Roll No. ....

**12028**

**MBA 2 Year 2nd Semester (Old)  
(Re-Appear) Examination – October, 2020**

**INTERNATIONAL BUSINESS**

**Paper : 16IMG22D2**

*Time : 1.45 hours ]*

*[ Maximum Marks : 80*

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*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

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**Note :** Attempt any *three* questions. All questions carry equal marks.

**1.** Write short notes on :

- (i) Dimensions of IB
- (ii) Needs for FDI
- (iii) Floating Rate System
- (iv) Advantages of Branded Product
- (v) Ethical Dilemma in IB
- (vi) Objectives of Promotion Appeal in IB
- (vii) International PLC
- (viii) Standardized Product

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2. Explain the recent trends in International Trade. How is the scope of International Business broader than International Trade ?
3. Explain the Economic effect of tariffs on Import.
4. Why do firms wish to enter foreign markets ? How do the firms enter foreign market through exporting strategies ?
5. Discuss the various steps involved in country evaluation and selection.
6. (a) Explain the meaning of, need for and types counter trade.  
  
(b) Discuss the mechanism of International Trade Transactions.
7. Describe the management of distribution channel in International Business.
8. Explain the cross cultural challenges in international business.
9. Discuss the issues involved in international staffing decisions.