

Roll No. ....

**12640**

**MBA 2yr. 3rd Semester New Scheme  
2019-20 Examination – March, 2021**

**INTERNATIONAL BUSINESS ENVIRONMENT**

**Paper : 20IMG23GI2**

*Time : Three Hours ]*

*[ Maximum Marks : 80*

*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.*

**Note :** Section – A (Question No. 1) is *compulsory*.  
Attempt *one* question from each Unit in Section–B.  
All questions carry equal marks.

**SECTION – A**

1. Write short notes on :

- (a) Cross cultural literacy
- (b) Economic freedom
- (c) Cultural diversity

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- (d) Economic systems
- (e) Individualism Vs. collectivism
- (f) Political ideology
- (g) Technology transfer
- (h) Need to spend on R and D

### **SECTION – B**

#### **UNIT – I**

- 2. Discuss the nature, scope and importance of International business.
- 3. Write a detailed note on the importance of social responsibility of business towards society.

#### **UNIT – II**

- 4. Discuss the economic factors affecting international business operations and assessing economic development performance.
- 5. What are the effects of integration and major regional trading groups in Asia and America.

#### **UNIT – III**

- 6. Discuss the types, trends and implications of legal systems.

- 7. Why the concept of political ideology and political risk is necessary to know for international business ?

#### **UNIT – IV**

- 8. Write a note on the impact of technology on society, economy and industry.
- 9. What are the different stages of transfer process ? Why are they important to know in international business ?