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Reg. No. :

Code No. : 7527

**Sub. Code : KBAM 42/
PBAM 42**

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2020.

Fourth Semester

Business Administration

INTERNATIONAL BUSINESS MANAGEMENT

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Buyer seller relationship is emerging as a very important strategic element in marketing.
 - (a) Industrial
 - (b) Consumer
 - (c) Direct
 - (d) Online

2. The _____ environment has much to do with the scope of business Business prospects and business strategy.
- (a) Demographical
 - (b) Economic
 - (c) Cultural
 - (d) Technological
3. The _____ encompassing the all religious aspects like language, customs, traditions and beliefs.
- (a) Political environment
 - (b) Economic environment
 - (c) Social/cultural environment
 - (d) None of above
4. _____ has more effective dispute settlement mechanism.
- (a) TRIPS
 - (b) GATT
 - (c) WTO
 - (d) WIPO
5. _____ means a deliberate reduction of the national currency in term of other currencies.
- (a) Demonetization
 - (b) Devaluation
 - (c) Exchange
 - (d) None of above

6. _____ provides a mechanism to exporters and importers to guard themselves against losses arising from fluctuations in exchange rates.
- (a) Hedging
 - (b) Diversification
 - (c) Change
 - (d) Risk
7. _____ seeks to promote healthy development of the foreign market and regulate inflow and outflow of foreign exchange.
- (a) FEMA
 - (b) WIPO
 - (c) Both (a) and (b)
 - (d) None of above
8. _____ aims to prevent crises in the system by encouraging countries to adopt sound economic policies.
- (a) IMF
 - (b) WTO
 - (c) FERA
 - (d) GATT
9. _____ is the focal point in the united nation system for technical cooperation with developing countries in trade promotion.
- (a) International Trade Centre
 - (b) UNIDO
 - (c) UNCTAD
 - (d) None of the above

10. _____ of the economies and globalization of business are very much interdependent.
- (a) Globalization
 - (b) Privatization
 - (c) Liberalization
 - (d) None of above

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the dimensions of international business?

Or

- (b) Write a note on the types of international business.

12. (a) Examine the impact of WTO on business.

Or

- (b) Examine the global demographic trends and their implications for business.

13. (a) Write a note on the challenges of globalizations.

Or

- (b) Write a note on the competitive advantage of nations.

14. (a) Briefly explain MNEs and new international economic order.

Or

- (b) Write a note on developing countries and global trade.

15. (a) Explain the factors causing conflicts in international business.

Or

- (b) Explain the different types of conflicts in international business.

PART C — ($5 \times 8 = 40$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the different international orientations.

Or

- (b) Explain the rational of companies going global.

17. (a) Give a brief account of international legal environment of business.

Or

- (b) Examine the impact of technology on globalization.

18. (a) Give a brief account of the strategic decisions in international business.

Or

- (b) Explain in detail global strategic management.

19. (a) Explain the different approaches to control in multinational companies.

Or

- (b) Examine the important trends in global merchandise trade.

20. (a) Write the conflicts in international business and how they can be resolved.

Or

- (b) “A company that fails to go global is in the danger of losing its domestic business to competitors with lower costs, greater experience, better products and in a nutshell, more value for the customer” Discuss.