

(6 pages)

Reg. No. :

Code No. : 5949

Sub. Code : HBAM 43

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2015.

Fourth Semester

Business Administration

INTERNATIONAL BUSINESS MANAGEMENT

(For those who joined in July 2012 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Global compact is related to —————
 - (a) Human rights
 - (b) Social responsibility
 - (c) Environment protection
 - (d) Women rights

2. An attribute that doesn't contribute to porters diamond model is —————
 - (a) Government
 - (b) Organized Trade Union
 - (c) Factor conditions
 - (d) Demand conditions
3. Theory of mercantilism propagates to —————
 - (a) encourage exports and imports
 - (b) encourage exports and discourage imports
 - (c) discourage exports and imports
 - (d) discourage exports and encourage imports
4. The country that attract the largest FDI inflow is —————.
 - (a) India
 - (b) China
 - (c) USA
 - (d) Brazil
5. In 90's the global management perception was based on —————.
 - (a) Standardization v/s adaptation
 - (b) Globalization v/s localization
 - (c) Global integration v/s Local responsiveness
 - (d) Local responsiveness

Page 2

Code No. : 5949



6. Credits transferable by original beneficiary in favor of secondary beneficiary are known as
- Deferred credits
 - Transit credits
 - Installment credits
 - Transferable credits
7. The main promoter of trade liberalization is _____
- GATT
 - NAFTA
 - CEPTA
 - CISA
8. Exports and Imports come under the purview of
- Ministry of Finance
 - Ministry of Commerce
 - Ministry of External Affairs
 - Ministry of Home Affairs
9. _____ is the application of knowledge which redefines boundaries of global business.
- Cultural values
 - Society
 - Technology
 - Economy
10. Ultimately _____ was replaced by the _____ on 1st Jan 1995
- GATA, WTO
 - WTO, GATT
 - GATT, WTO
 - IMF, GATT

Page 3

Code No. : 5949

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) State the benefits of foreign Trade.

Or

- (b) Briefly explain the process by which foreign exchange rate is fixed.

12. (a) Give a short note on the nature of International business environment.

Or

- (b) What are the functions of WTO?

13. (a) Write a short note on the legal formalities that the firms competing in the global appliance industry needs to be aware of during the expansion.

Or

- (b) Describe about the strategic planning process of International businesses.

14. (a) What are the essential features of a sound International control system?

Or

- (b) State the importance of information system.

Page 4

Code No. : 5949

[P.T.O.]



15. (a) Give a short note on the role of international agencies in conflict resolution.

Or

- (b) List out the factors that cause conflict.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Give a detailed account on the role played by Export councils.

Or

- (b) Explain the different types of approaches used to forecast exchange rates.

17. (a) Analyse the international business environment in developing country like India.

Or

- (b) Give a detailed account on the agreement on textiles and clothing (ATC) under WTO framework.

18. (a) Define strategic management. Explain the need for strategic management.

Or

- (b) Discuss in brief about the national and global strategies.

Page 5

Code No. : 5949

19. (a) Define national and corporate cultures. Explain how did General Electric firm attempt to use its culture as a control mechanism in Hungary.

Or

- (b) Discuss the factors that make controlling process more difficult in an International environment.

20. (a) What is conflict? Explain the various styles of handling conflict.

Or

- (b) Explain the meaning and importance of negotiation.
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Page 6

Code No. : 5949

