

18. (a) Analyze the outcomes of Tokyo round.

Or

- (b) What are the implications of TRIPs and TRIMs to India?

19. (a) What are the different approaches to strategy formulation? Explain its broad spectrum.

Or

- (b) Evaluate the use of extrapolations of past trends as a way of estimating the future international environment.

20. (a) What are the obstacles of globalization? Explain.

Or

- (b) Explain the scope of marketing Indian products in abroad.

Reg. No. :

Code No. : 6634

Sub. Code : C 42 A

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2013.

Fourth Semester

Business Administration

INTERNATIONAL BUSINESS MANAGEMENT

(For those who joined in July 2008–2011)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

1. What is a barter?
2. What is liberalization?
3. What is legal environment?
4. Define an economic system.
5. Define privatization.
6. What is imperial preference?



7. What is international licensing?
8. What is green field strategy?
9. Define the term training.
10. What is cross cultural training?

PART B — (5 × 5 = 25 marks)

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

11. (a) What are three essential elements in effecting international business? State how the Roman Empire achieved this?

Or

- (b) Briefly criticize Adam Smith's absolute cost advantage theory.

12. (a) State the advantages of diversities in business.

Or

- (b) Technology has contributed to the emergence of affluent society – Explain how?

13. (a) Explain how disputes were settled in GATT.

Or

- (b) What are the objectives of WTO?

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14. (a) What are the advantages and disadvantages of Licensing method?

Or

- (b) Write a note on Export intermediaries.

15. (a) Write a note on cognitive behaviour modification training.

Or

- (b) Write a note on business ethics.

PART C — (5 × 8 = 40 marks)

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

16. (a) What are the effects of Tariff? Illustrate your answer

Or

- (b) The benefits of free trade is only illusionary – Critically analyze.

17. (a) What is cultural environment? Discuss about this with reference to India.

Or

- (b) What are the implications of cultural environment for international business?

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