

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

Or

(b) Describe briefly the theories of international trade and investment.

13. (a) Describe the important global organizational structures.

Or

(b) Discuss briefly the important foreign market entry strategies.

14. (a) Explain the international channel system.

Or

(b) Discuss the influence of business environment on promotion.

15. (a) Examine the sources, types of conflict and various conflict resolution strategies in international business.

Or

(b) Bring out various ethical issues in international business and how they are addressed.

PART C — (1 × 15 = 15 marks)

16. (a) “Firms need global orientation even to survive the domestic market” — Elucidate.

Or

(b) Explain various challenges of global business and the advantages and advantages of Regional Trade Blocks.

12. (a) Highlight on the benefits of WTO in India.

Or

(b) Briefly explain the different theories of International Business.

13. (a) Discuss the Corporate Level Strategies of a Global Business in detail.

Or

(b) Discuss the various types of entry strategies with an example.

14. (a) Why is marketing considered as an important aspect in Global Business? Highlight its importance.

Or

(b) Discuss two risk management strategies in International Business.

15. (a) Why is conflict management given importance in International Business? Explain with examples.

Or

(b) "Ethics is very essential in International Business" — Justify with necessary evidence.

PART C — (1 × 15 = 15 marks)

16. (a) Demonetizing of currencies has naturally affected the trade within India. What has happened to International Businesses and what do you think will happen to International Businesses in the future?

Or

(b) It has been noticed that various MNC's are doing well globally even in weaker economies. Are Indian companies successful globally? Explain with evidences. What do you think has to be enhanced for Indian companies to be successful globally?

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Question Paper Code : S1117

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2016.

Third Semester

DBA 7302 — INTERNATIONAL BUSINESS MANAGEMENT

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. State the factors causing globalisation of business.
2. Outline the drivers of International business.
3. What are the regional blocks?
4. What are the functions of GATT?
5. Distinguish between standardisation and differentiation.
6. Explain the performance of global business.
7. Define strategic orientation.
8. State different quality considerations.
9. What are conflict resolutions?
10. What do you mean by negotiation?

PART B — (5 × 16 = 80 marks)

11. (a) Make a comparison between protection and liberalisation of global business environment.

Or

- (b) Discuss the pros and cons of internationalising business.

12. (a) Discuss the different theories of international investment.

Or

- (b) Write an essay on multilateral trade negotiation and agreements.

13. (a) Discuss the various challenges in product development.

Or

- (b) Explain how will you select and train the expatriate managers.

14. (a) Discuss different types of global entry strategy.

Or

- (b) Describe the procedure for controlling of international business.

15. (a) Explain the various sources and types of conflict.

Or

- (b) Discuss the role of international agencies in international business management.
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Reg. No. :

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Question Paper Code : 80117

M.B.A. DEGREE EXAMINATION, AUGUST 2015.

Third Semester

DBA 7302 — INTERNATIONAL BUSINESS MANAGEMENT

(Common to all branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define international trade.
2. What is investment flow?
3. What do you mean by theory of comparative advantage?
4. What is benchmarking in global Competitiveness?
5. Explain the forms of international trade.
6. What are the types of organizational structure in international business?
7. What do you mean by the globalization of business?
8. Name any four challenges in product developments.
9. What is internal Conflict?
10. Write down some important conflict resolution action.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss protection versus globalization. Enumerate the causes and issues of globalization.

Or

- (b) Explain the International business environment that affect the International business.

12. (a) Discuss the Multilateral trade negotiation and agreements.

Or

(b) Explain the major challenges for global business.

13. (a) Discuss the standardization versus differentiation.

Or

(b) Describe the organizational issues of international business.

14. (a) What do mean by product development? Describe the concept and issues in product development.

Or

(b) Explain the make or buy decision. Would the 'Make in India' campaign of PM Modi have any impact on the decision?

15. (a) Discuss the role of international business in conflict resolution.

Or

(b) Describe ethical issues in international business and also explain the ethical obligation of a company in respect of basic human rights.

Reg. No. :

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Question Paper Code : 22119

M.B.A. DEGREE EXAMINATION, FEBRUARY/MARCH 2015.

Third Semester

DBA 7302 — INTERNATIONAL BUSINESS MANAGEMENT

(Common to All Branches)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are the factors causing globalization of business?
2. Define country attractiveness.
3. What are the roles of GATT?
4. List out the challenges of global trade.
5. Define performance evaluation system of global business.
6. What are the different forms of International business?
7. What do you mean by Make or Buy decisions?
8. Point out the risk evolving in investment decisions.
9. What are the downsides of international business?
10. What are the roles of international agencies in conflict resolution?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the history and process of globalization and its merit and demerits in the Indian context.

Or

- (b) Describe the types of economic theories involved in international business.

12. (a) Explain the International environment that affect the International business.

Or

- (b) Discuss the regional trade blocks.

13. (a) What are the features of an effective control mechanism in International business? Explain the techniques of control.

Or

- (b) Discuss the differences of culture in different countries and state the need to understand the cultural differences in respect of International trade.

14. (a) Discuss the major economic system of the world and also explain how each of them influences the market entry strategies of business firms.

Or

- (b) Explain the major challenges in product development of modern global business.

15. (a) Describe conflict in international business and sources of conflict in cross-cultural context.

Or

- (b) Explain different stages of negotiation.
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