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Total Number of Pages : 01

IMBA
16IMN704

7th Semester Regular Examination 2019-20
INTERNATIONAL BUSINESS

BRANCH : IMBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HR265

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- a) What is International Business?
- b) What is Differentiation?
- c) What do you understand by MNC?
- d) What do you understand by Joint Venture?
- e) What is understood by Expatriate Manager?
- f) Explain supply chain.
- g) What is meant by FTZ?
- h) What is the role of SEZ in International Business?
- i) What is understood by Bilateral Trade?
- j) What is GATT?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Explain the sources of conflict in International Business.
- b) What is Make or Buy Decision in international business.
- c) Justify Performance Evaluation System in International business.
- d) How can channel competition be organized properly through co-operation in International Business?
- e) Is International Orientation required for Companies to enter into International Market? Give reasons for your answer.
- f) Lay down the disadvantages of International Business
- g) Explain ethical issues in International Business decision-making.
- h) What is understood by Regional Trade Blocks? What are the advantages of it?
- i) How can the behavior of Channel Members be managed in International Business situations?
- j) Explain the approaches to Control in International Strategic Management.
- k) Elaborate on Global Production Decisions.
- l) Explain the role of WTO.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Discuss the organizational issues in International Business and explain how the issues can be addressed to. **(16)**
- Q4** What is meant by Country attractiveness? How do you enhance the attractiveness? **(16)**
- Q5** Regional Trade Blocks are meant to promote Global Business. Do you agree? Justify your answer. **(16)**
- Q6** Lay down the role of International HR in today's Global Business Environment. **(16)**