

MBA
(SEM III) THEORY EXAMINATION 2022-23
INTERNATIONAL BUSINESS MANAGEMENT

Time: 3 Hours

Total Marks: 100

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt all questions in brief. 2 x 10 = 20**
- a. Define International Business.
 - b. Define International Business.
 - c. List four importance of International Marketing
 - d. Describe Eclectic Paradigms
 - e. Define Foreign Exchange System.
 - f. What do you mean by International Marketing
 - g. Define Foreign Exchange Market
 - h. Describe the objectives of BRICS
 - i. Define any two major functions of WTO.
 - j. What is Free Trade Area?

SECTION B

- 2. Attempt any three of the following:**
- a. Discuss the role of globalization in development of Indian business
 - b. Discuss the implications of Trade Theories on the present day economic scenario in the international trade.
 - c. What is Expatriate Management? How it becomes problems to organization?
 - d. Discuss Fixed, Floating and Managed exchange rate system along with their merits and demerits
 - e. Explain Regional Economic Integration? Also describe it's Pros and Cons?

SECTION C

- 3. Attempt any one part of the following:**
- a. "The development of new technologies helped international business". Do you agree? Justify your answer.
 - b. International business environment is very uncertain, then why do companies want to engage in international business?
- 4. Attempt any one part of the following:**
- a. What is Factor endowment theory? Explain
 - b. Explain Adam Smith's theory of absolute advantage. How does Ricardo's theory of comparative advantage differ from theory of absolute advantage?

5. Attempt any *one* part of the following:

- a. Why does the International Product Lifecycle Theory hold more relevance these days?
- b. Compare and contrast the different staffing approach

6. Attempt any *one* part of the following:

- a. Explain the different factors affecting exchange rates.
- b. Give the brief history of Indian Rupee

7. Attempt any *one* part of the following:

- a. Write the short notes on the following –
 - (i) Functions of IMF
 - (ii) NAFTA
- b. What are the levels of Economic Integration? Explain

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