

Code No. 9025

FACULTY OF MANAGEMENT**M.B.A. (CBCS) II – Semester (New) Examination, July / August 2017****Subject: International Business****Paper – MB – 204 – 3****Open Elective – III****Time: 3 Hours****Max.Marks: 80****Note: Answer all the questions from Part-A and Part-B.****Each question carries 4 marks in Part-A and 12 marks in Part-B.****PART – A (5x4 = 20 Marks)****[Short Answer Type]**

- 1 What are the drivers of International Business?
- 2 Discuss the benefits of economic integration
- 3 Explain the Global ownership strategies
- 4 Briefly explain the business process transformation
- 5 Explain the importance of intercultural communication.

PART – B (5x12 = 60 Marks)**[Essay Answer Type]**

- 6 a) Discuss the significance of International business in the present day context. What are the merits and demerits of International business?
OR
b) Explain the impact of cultural and political environment on International Business.
- 7 a) Explain the positive and negative aspects of Tariff and non-tariff Barriers in International Business.
OR
b) What do you mean by regional economic integration? Explain their various levels.
- 8 a) Discuss the process for development of global market entry strategies of Indian entrepreneurs.
OR
b) Explain the role and logic of strategic alliances under competitive business environment.
- 9 a) Explain the theoretical framework of E-business and its relevance in the present day context.
OR
b) Explain the reasons for emergence of E-business in India.
- 10 a) Define global strategic planning. Explain various methods of implementing the same.
OR
b) Discuss the importance of HRM practices in Global business operations.
