

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER – (4) • EXAMINATION – WINTER 2017

Subject Code: 840002**Date: 02/NOV/2017****Subject Name: International Business (IB)****Time: 10.30 AM TO 01.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) What do you mean by Globalization? Why globalization is important in International Business? **07**
(b) Explain the various environment factor affecting International Business in brief. **07**
- Q.2** (a) What are Political risks? Explain its types. **07**
(b) Define and explain Culture, Cultural group membership and Cultural diversity. **07**
- OR**
- (b) Explain in brief “The Porter Diamond Theory of International Trade” taking example of a particular Indian Industry. **07**
- Q.3** (a) Explain in detail the difference between theory of Absolute advantage and theory of Comparative advantage **07**
(b) Explain the difference between Spot transaction, Forward transactions and Future contracts. **07**
- OR**
- Q.3** (a) Discuss “Mercantilism” a trade theory. **07**
(b) What does the WTO do? How is it different from GATT? Explain. **07**
- Q.4** (a) What is multi-domestic strategy? What are its defining characteristics? Why would managers choose this type? **07**
(b) Explain the four basic strategies that MNEs choose from, to guide how they will enter and compete in the International environment. **07**
- OR**
- Q.4** (a) Discuss the role of Countertrade in International Business. **07**
(b) How does an effective information system contributes to an effective global supply chain management system? **07**
- Q.5** (a) Compare scanning and detail examination of countries. Why both are important? **07**
(b) Examine with suitable examples tools available to identify and select countries for doing business. **07**
- OR**
- Q.5** (a) Examine the major factors influencing the developing of accounting practices in different countries. **07**
(b) What are the reasons for failure of Expatriate? **07**
