

**R17****Code No: 742AH****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, June/July-2018****INTERNATIONAL BUSINESS****Time: 3hours****Max.Marks:75**

**Note:** This question paper contains two parts A and B.  
Part A is compulsory which carries 25 marks. Answer all questions in Part A.  
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A****5 × 5 Marks = 25**

1. Give brief answers to the following:
  - a) Modes of International Business. [5]
  - b) Indian Foreign Trade. [5]
  - c) TRIPS and TRIMS [5]
  - d) Pitfalls of Strategic Alliances [5]
  - e) Forex Market. [5]

**PART - B****5 × 10 Marks = 50**

- 2.a) Discuss the need for International Business.  
b) Explain any two approaches to International Business. [5+5]  
**OR**
3. Discuss about the opportunities and challenges of International Business. [10]
4. Explain about:
  - a) Absolute Advantage Theory
  - b) Product Life Cycle Theory. [5+5]**OR**
- 5.a) Write a note on National Competitive advantage.  
b) Write a note on Foreign Direct Investment. [5+5]
6. What do you mean by Economic Integration? Discuss the benefits and challenges of Economic Integration. [10]  
**OR**
- 7.a) Explain the International Trade Policy of India.  
b) Write a note on European Union. [5+5]
- 8.a) Explain the need for Environmental Analysis.  
b) Explain the Meaning and importance of Value Chain Analysis. [5+5]  
**OR**
9. What is Strategic Alliance? Discuss the alliance development process. [10]
- 10.a) Discuss about various issues involved in International Production.  
b) As a Marketing manager of a MNC, how do you manage the activities involved in International Marketing. [5+5]  
**OR**
- 11.a) Discuss how cross cultural issues play a major role in International Business.  
b) Write a note on International Monetary System. [5+5]

