

**R17****Code No: 742AH****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, December - 2019****INTERNATIONAL BUSINESS****Time: 3 hours****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 questions from 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. Write a short note on the following:
 - a) Drivers of International Business [5]
 - b) New Trade Cycle Theory [5]
 - c) TRIPS [5]
 - d) Organizational Design [5]
 - e) Expatriate Selection [5]

PART - B**5 × 10 Marks = 50**

2. What are Multi National Corporations? Explain their importance in the present globalised context. [10]
- OR**
3. Explain the following:
 - a) Differences between Domestic and International Business.
 - b) Modes of International Business. [5+5]
4. Explain the theory of Absolute Advantage and its limitations. [10]
- OR**
- 5.a) Write a note on India's Foreign Trade.
b) Explain about components of current account of Balance of Payments. [5+5]
6. Explain the following:
 - a) NAFTA
 - b) GAAT [5+5]
- OR**
7. What is Economic Integration? Explain the benefits and challenges of Economic Integration. [10]
8. What is meant by Strategic Alliance? Explain the Alliance development process. [10]
- OR**
- 9.a) What is Organizational Structure?
b) List out the factors influencing Organizational Structure. [5+5]
- 10.a) Explain about International Monetary system in detail.
b) Explain the major activities in International marketing. [5+5]
- OR**
11. Write an essay on cross cultural issues in International Business. [10]

