

<b>R15</b>
------------

**Code No: 742AH**
**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA II Semester Examinations, April/May-2019**
**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.a) Highlight the distinctions between domestic and international business. [5]
- b) Illustrate the product life cycle theory in international business. [5]
- c) Discuss briefly about the benefits and challenges of economic integration. [5]
- d) Explain the factors influencing organizational structure. [5]
- e) Explain the procedure to select and train expatriate managers. [5]

**PART - B**
**5 × 10 Marks = 50**

2. Discuss in detail about the various modes and approaches of international business. [10]
- OR**
3. Explain the international business environment that affects the international business. [10]
4. Critically appraise the role and impact of Foreign Direct Investment in a developing country. Illustrate with relevant examples. [10]
- OR**
5. Compare and contrast the differences and implications of Absolute Advantage theory and Comparative advantage theory in international business. [10]
6. Discuss briefly about
  - a) Benefits of Multi lateral trade agreements?
  - b) GATT
  - c) TRIPS and TRIMS. [10]
- OR**
7. Examine the arguments surrounding economic integration. Explain different types of regional trade agreements. [10]
8. Describe the different types of strategies and explain the strategy implementation process. [10]
- OR**
9. Write short notes on
  - a) Alliance development process
  - b) Pitfalls of strategic alliances. [10]
10. Elaborate different issues and decisions to be considered related to production in international business. [10]
- OR**
11. Discuss briefly about
  - a) Functions in managing international HR activities.
  - b) Cross cultural issues in international business. [10]