

R17

Code No: 742AH
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, December-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.a) What are the characteristics of an MNC ? [5]
- b) List out the various International Trade Theories. [5]
- c) What do you understand by 'Preferential Trade Agreements'? [5]
- d) What are the economic considerations for a strategic alliance? [5]
- e) Enumerate the cross cultural issues in International business. [5]

PART - B
5 × 10 Marks = 50

2. What do you understand by 'International Business'? Discuss in detail various approaches in International Business. [10]

OR

3. Differentiate 'Domestic business' from 'International business'. What are the challenges that are being faced in International business? [10]

4. Review the impact of the emergence of FDIs in India, particularly after Globalization. [10]

OR

5. Define the concept 'Balance of Payments' and narrate the measures to be taken in order to adjust any disequilibrium in Balance of Payments. [10]

6. What is meant by 'Economic Integration'? How can 'Economic Integration' be established among neighbouring countries? [10]

OR

- 7.a) List out the objectives of SAARC and elaborate its organization structure. [5+5]
- b) Enumerate the functions of World Trade Organization (WTO)

8. How can International Strategic Management approach be introduced in a Multi National Business Corporation? [10]

OR

9. What are the factors that influence an Organization structure? Discuss on each of them and its classification. [10]

10. What are the issues to be examined while designing International Operations Management? Explain. [10]

OR

11. Elaborate clearly the pricing policies to be formulated by International firms. [10]