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Question Paper Code : 71137

28/04/18
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M.B.A. DEGREE EXAMINATION, APRIL/MAY 2018
Fourth Semester
BA7401 – INTERNATIONAL BUSINESS MANAGEMENT
(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What is international business ?
2. What is liberalization ?
3. Define the term international trade.
4. What is new trade theory ?
5. What is meant by strategic compulsion ?
6. Define Acquisition.
7. What is global production ?
8. Define global marketing mix.
9. Define Ethical decision making.
10. What is the issue of transfer pricing ?

PART – B

(5×13=65 Marks)

11. a) What is business environment ? What are the different factors of international business environment ?

(OR)

- b) Define country attractiveness. Explain the significance of country attractiveness.



71137

12. a) What do you mean by GATT ? State the difference between GATT & WTO.

(OR)

b) Explain the theory of porter Diamond model of international trade.

13. a) What is Indirect Exports ? Explain the methods and advantage of the Indirect Exports.

(OR)

b) What is performance evaluation system ? State the factors influencing performance of business.

14. a) Discuss about the various types of exchange rate system.

(OR)

b) What are the reasons for globalization of markets ?

15. a) Briefly explain in different types of conflict in international business.

(OR)

b) Explain the Ethical decision making process.

PART - C

(1×15=15 Marks)

16. a) Examine the steps needed to upgrade domestic business to international business.

(OR)

b) Illustrate the salient features of 'liberalization' in the present global business scenario.