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Register Number:

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Name of the Candidate:

M.B.A. (COMMUNICATION) DEGREE EXAMINATION - 2011**SECOND YEAR****(PAPER – IX)****210. INTERNATIONAL BUSINESS***December)**(Time: 3 Hours*

Maximum: 75 Marks

Section – A (5 x 3 = 15 marks)

Answer any FIVE questions

All questions carry equal marks

1. Define international business.
2. What are the routes of international business?
3. Write a note on business environment.
4. What is political environment?
5. What are commodity boards?
6. What are free trade zones?
7. Define export management.
8. What are the functions of export management?

Section – B (3 x 10 = 30 marks)

Answer any THREE questions

All questions carry equal marks

9. Briefly discuss about opportunities and threats in international business.
10. What is political neutrality in international business?
11. What is strategic management? How is it important for an international business?
12. What are the various functions of export promotion council?
13. Describe the scope of export management.

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Section – C (2 x 15 = 30 marks)

Answer any TWO questions

All questions carry equal marks

14. Analyze the difficulties and problems in international business.
15. Analyze the characteristics of business environment.
16. Describe the international strategic management process.
17. Name any three important export promotion organizations established in India and describe their main functions.

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