

Code No. 2016

**FACULTY OF MANAGEMENT**  
**M.B.A. III - Semester Examination, December 2014**

**Subject: International Business**  
**Course No. 3.2**

**Time : 3 Hours****Max. Marks: 80**

**Note: Answer all the questions.**  
**Part – A (10 x 2 = 20 Marks)**

- 1 Write short notes on the following:
- (a) Globalization
  - (b) Multinational Enterprise
  - (c) Strategy
  - (d) The structure of W.T.O.
  - (e) Franchising
  - (f) Strategic Alliance
  - (g) Prerequisites for effective E-Business Transactions
  - (h) E Business models
  - (i) Culture
  - (j) Human Resource Planning Vs. Human Resource management

**Part – B (5 x 12 = 60 Marks)**

- 2 (a) Explain the different stages in International Business.  
**OR**  
(b) Briefly explain Adam' Smith's absolute advantage Theory of International Trade.
- 3 (a) Discuss various Tariff and Non Tariff barriers and their consequences.  
**OR**  
(b) Present the costs and benefits of Regional Economic Integration with special references to E.U.
- 4 (a) Explain the criteria you use for selecting strategic Alliance Partner in a foreign country and suggest measures to sustain such Alliance.  
**OR**  
(b) Present various market entry strategies with associated advantages and disadvantages.
- 5 (a) Explain the various changes in E Business technology and E Business environment.  
**OR**  
(b) Explain various E Business models with associated advantages and disadvantages.
- 6 (a) Explain Global strategic planning and the stages in it.  
**OR**  
(b) Present various cultural communications in the context of International Trade.

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