

FACULTY OF MANAGEMENT**M.B.A. III-Semester Examination, December 2015****Subject: International Business****Course No : 3.2****Time : 3 Hours****Max. Marks: 80****Note: Answer ALL the questions.****Part – A (10x2=20 Marks)
(Short Answer Type)**

- 1 Write short notes on the following.
 - (a) State the resources for Globalization
 - (b) What are the barriers for International business?
 - (c) What is Regional Economic Integration?
 - (d) State the objectives of GATT.
 - (e) What is strategic Alliance?
 - (f) State the costs associated with global entry strategy.
 - (g) State essentials for E-business operations.
 - (h) What is E-marketing and Tele-marketing?
 - (i) State the process of global strategic planning.
 - (j) State the need for Intercultural Communication system.

**Part – B (5x12=60 Marks)
(Essay Answer Type)**

- 2 (a) Discuss the emerging trends and progress of International business in recent years.
OR
(b) Explain the impact of cultural and political environment on International business activities.
- 3 (a) Examine the positive and negative aspects of Tariff and Non-tariff in International business.
OR
(b) Explain the principles and issues relating to multilateral Trade Negotiations.
- 4 (a) Discuss the process for development of global market entry strategies of Indian Entrepreneurs.
OR
(b) Examine the advantages and loopholes in Strategic Alliances.
- 5 (a) Discuss the theoretical framework of E-business and its relevance in the present day.
OR
(b) Examine the problems and prospects of E-marketing in Indian environment.
- 6 (a) Describe the structure and strategy for global business.
OR
(b) Discuss the significance of HRM practices in global business operations.
