

FACULTY OF MANAGEMENT**M.B.A. III-Semester Examination, May / June 2016****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 scope of International Business
 - (b) Distinguish between Regional and Global strategy
 - (c) What are the elements in cultural environment?
 - (d) What is Regional Economic Integration?
 - (e) State objectives of SAARC
 - (f) TRIPS and TRIMS
 - (g) What is Franchising?
 - (h) State the objectives of strategic Alliance
 - (i) State the framework of E-business
 - (j) Intercultural communication

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

- 2 (a) Discuss the emergence of Globalization and state key drivers for global business operations in India.

OR

- (b) Explain the vital issues relating to International Trade theories.

- 3 (a) Discuss the role of government and its intervention in international business activities.

OR

- (b) Discuss the structure and functioning of WTO in recent times.

- 4 (a) Examine the pros and cons of global market entry strategies in Indian business environment.

OR

- (b) Explain various types of strategic Alliances with relative merits.

- 5 (a) Discuss the essential elements in effective E-business transactions.

OR

- (b) Explain the policy framework for global E-business.

- 6 (a) Describe the procedural aspects in implementing global strategies.

OR

- (b) Discuss the key issues in relation to International Human Resource Management practices.
