

Code No. 9096

**FACULTY OF MANAGEMENT**  
**MBA III – Semester Examination, May 2017**  
**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:**

- a) Stages in International Business
- b) Political environment
- c) Benefits of economic integration
- d) NAFTA
- e) WTO functions
- f) TRIMs
- g) Contract manufacturing
- h) Entry analysis
- i) E-Business models
- j) Inter cultural HRM

**PART – B (5x12 = 60 Marks)**  
**[Essay Answer Type]**

- 2 a) Discuss the regional and global strategy of a multinational enterprise.  
**OR**  
b) Discuss the International Business Environment.
- 3 a) Discuss the benefits and costs of economic integration.  
**OR**  
b) Explain the basic principles of multilateral trade negotiations.
- 4 a) Discuss global ownership strategies.  
**OR**  
b) Explain different types of strategic alliances.
- 5 a) Discuss the E-business technology and environment.  
**OR**  
b) Explain various E-business models.
- 6 a) Discuss the role of intercultural human resource management in global context.  
**OR**  
b) Discuss how global strategic planning is useful for effective management of global business.

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