

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, May / June 2018

Subject: International Business

**Paper – MBA – 204 – 1
(Open Elective – III)**

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

**PART – A (5x4 = 20 Marks)
[Short Answer Type]**

- 1 International business
- 2 EU
- 3 Franchising
- 4 E-Marketing
- 5 Global strategic planning

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

- 6 a) Narrate the drivers of globalization.
OR
b) Explain the impact of cultural environment on international business.
- 7 a) What are the various levels of economic integration? Explain.
OR
b) Describe the basic principles of multinational trade negotiations.
- 8 a) How do you classify the strategic alliances? Explain.
OR
b) Bring out the importance of entry analysis and entry strategy configuration.
- 9 a) Enumerate the pre-requisites of effective E-business transactions.
OR
b) Elucidate the procedure of alter the e-business strategies.
- 10 a) Explain the impact of intercultural communications.
OR
b) Describe the procedure of implementing global strategies.
