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Total No. of Pages :02

Total No. of Questions : 15

MBA(IB) (2014 to 2017) (Sem.-3)

**INTERNATIONAL BUSINESS**

Subject Code : MBAIB-301

Paper ID : [C1192]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consists of **ONE** Case Study carrying **EIGHT** marks.

**SECTION-A**

- Q.1. What are the advantages of borderless world?
- Q.2. Discuss impact of globalization on Indian economy.
- Q.3. What is Factor Endowments Theory?
- Q.4. Enlist the various Non- tariff barriers.
- Q.5. Discuss the reasons behind rise of Japanese economy.
- Q.6. What do you understand by accounting standards and norms in global context?

**SECTION-B****UNIT - I**

- Q.7. Explain the following theories :
  - a) Concept of Comparative Cost Advantage
  - b) Kenchi Ohmae borderless world
- Q.8. Discuss the diamond model given by Porter for the Competitive Advantage of Nations.

**UNIT - II**

- Q.9. How do tariff barriers impact the flow of goods in international trade? Discuss the reasons behind tariff barriers.
- Q.10. How exchange rates of different currencies affect the international trade?

**UNIT - III**

- Q.11. What are the key implications of culture differences in international business?
- Q.12. Explain important ethical considerations giving examples from international business.

**UNIT - IV**

- Q.13. What are the different types of options available to a company when it comes to foreign market entry strategy?
- Q.14. Discuss the following :
- a) Trans national corporations
  - b) Entry strategy for a new market without manufacturing base in that country

**SECTION-C****Q.15. Case Study :**

INDIA has rejected apple's application to sell refurbished iphones via this Apple won't be allowed to import or sell refurbished iphones in India, as per telecommunication ministry. The company had requested approval to sell the older phones at a cheaper price earlier this year. India's environment ministry had denied Apple's same request in 2015 over fears that the used phones, which are close to end-of-life, would contribute to India's e-waste problems. The decision likely sets Apple's Indian ambitions back a ways, as the company seeks to expand the iphone's reach in the country. Apple CEO Tim Cook said in an interview that his company's future growth strategy relies on Indian consumers. People [in India] really want smartphones," he said. With LTE rolling out in the country this year, Cook said there will be "huge market potential." The refurbished phone plan would have brought iphone prices down to a more accessible level. Apple is also seeking to open its first Indian retail stores.

**Question :**

- a) In light of above case, discuss the implications for 'make in India' campaign.
- b) With reference to case, discuss whether it is ethical for apple to dump treat India as a dumping ground for its older models.