

Roll No.

--	--	--	--	--	--	--	--	--	--

Total No. of Pages :02

Total No. of Questions : 15

MBA(IB) (2015 to 2017) (Sem.-3)

INTERNATIONAL BUSINESS

Subject Code : MBAIB-301

M.Code : 70764

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

1. What is the meaning of globalization?
2. What are the barriers in globalization?
3. What are the disadvantages of globalization?
4. What is international monetary system?
5. What are trade blocs? Give examples of few trade blocs with the member countries?
6. What is culture?

SECTION-B**UNIT-I**

7. Discuss Kenchi Ohmae model of borderless world.
8. Discuss Heckscher Ohlin theory of international trade.

UNIT-II

9. What are the different political systems in the world? Discuss the key features of these political system. Which political system is prevalent in India?
10. Discuss the tariffs and non-tariff barriers in international trade.

UNIT-III

11. What are the implications of differences in culture on the business and economy?
12. What are the ethical issues in international trade? What are the implications of it and what steps have been taken by different countries to address it?

UNIT-IV

13. What are the different modes of entering into the foreign markets? Discuss with the help of suitable examples?
14. What are the different types of organizational structures prevalent in MNEs? What is the relationship between structure and strategy?

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

R.K, Tools Limited is one of three top tool manufacturing companies of the country. The plant of the company is located near to Delhi. The company has the state of the art technology. The company's products are exported to Europe and Far East countries. The company is very competitive in low priced standardized tools segment but not competitive in high priced and customized tools segment. Its major international competitors are from China and Korea. Due to high transportation cost and longer delivery schedule, the company is thinking to start overseas manufacturing. The company has various options to go overseas. Based on the situation.

Answer the following questions :

- (a) What are the different options available with the company to go overseas? Discuss the merits and de-merits of each.
- (b) What organizational structure would you suggest to control the overseas operations?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.