

**MASTERS OF BUSINESS ADMINISTRATION  
(FULL TIME PROGRAMME)  
(MBACN)**

**Term-End Examination**

**December, 2013**

**MCN-016 : INTERNATIONAL BUSINESS  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions. All questions carry equal marks.*

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1. Distinguish between Heckscher-Ohlin Theory and Leontief Paradox. 20
  
2. How do legal systems of the world affect international marketing ? Differentiate between home country, host country and international laws. 20
  
3. Distinguish between a joint venture and a strategic alliance, with the help of an example in each case. Discuss the benefits and limitations of International Joint Ventures. 20
  
4. Discuss the role of a subsidiary in the International Business. 20

5. Explain how do firms manage political risk ? 20  
Explain both management of risk prior to investment and following nationalisation with relevant examples.
  6. Analyse the phases of implementation of WTO 20  
in detail.
  7. Are regional trading blocks, such as NAFTA are 20  
building blocks or stumbling blocks as far as world-  
wide free trade is concerned. Discuss.
  8. From the point of view of international marketing, 20  
discuss the criteria for country analysis with the  
help of an example.
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