

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

029000

**Term-End Examination  
December, 2013**

**MCNE-056 : INTERNATIONAL BUSINESS  
ENVIRONMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Discuss the role that technology plays in the economic growth of nations and what issues and challenges technology management presents to International managers ? 20
  2. Discuss purchasing power parity theory and give its criticism. 20
  3. Explain the components of international business environment. 20
  4. Explain foreign exchange transaction exposure and its impact on a company. 20
  5. Describe the relative merits of fixed and floating rate regimes. Which are the most important criteria for choosing between the two systems ? Which one is more suitable for international business. 20

6. Explain theory of comparative advantage of international trade. 20
7. What do you understand by the term Ethics and distinguish it from corporate Governance with special reference to a MNC. 20
8. Write short notes on *any two* of the following :
- (a) Ethics and social environment. 2x10=20
  - (b) Process of globalization.
  - (c) Political risk analysis.
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