

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

Term-End Examination

December, 2012

**MCN-016 : INTERNATIONAL BUSINESS
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

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

1. Briefly state the various theories of international trade and critically examine them. Which of these theories would you advocate and why ? 20
2. Explain the cross cultural communication process and the role of negotiations in it. 20
3. Explain the concept of country risk analysis. Describe the socio-economic risk and its management. 20
4. How is exchange rates determined ? What are the advantages and disadvantages of a fixed exchange rate system ? 20

5. Define 'business ethics' and state the current ethical issues in international trade with examples. 20
6. What is a joint venture ? Why should a country prefer it over FII investment ? 20
7. Define a multinational enterprise. What are the benefits of such organizations operating in developing countries from the point of view of the host country ? 20
8. Write short notes on *any two* of the following : 2x10=20
- (a) Functions and objectives of WTO
 - (b) Transfer pricing
 - (c) Export pricing strategy
 - (d) Letter of credit
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