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MS-97

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2021

MS-97 : INTERNATIONAL BUSINESS

Time : 3 Hours

Maximum Marks : 100

Note : (i) *There are two Sections : Section A and Section B.*

(ii) *Answer any **three** questions from Section A.*

(iii) *Section B is compulsory.*

(iv) *All questions carry equal marks.*

Section—A

1. Discuss in detail international trade theories and their implications.

2. Explain various types of trade blocks and discuss the welfare impact of Preferential Trade Arrangements (PTAs).
3. Define the term 'strategy' in international business and describe the framework for designing global strategy.
4. Explain the concept of emerging market economies and their characteristics in detail.
5. Write short notes on any **four** of the following :
 - (a) Effects of Globalisation
 - (b) Legal Environment
 - (c) Matrix Organisation Structure
 - (d) International Consumer Behaviour
 - (e) Corporate Values

Section—B

6. "FDI is much sought by developing countries whereas some sections of society oppose it so much." Why ? Discuss this giving examples.

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7. Do you find a link between economic growth of nations and their cultural values ? Which values in your opinion promote economic growth and which ones retard the same ? Support your answer with examples.