

MMPC-016

M. B. A. (MBAOL)

INTERNATIONAL BUSINESS MANAGEMENT

Time : Three Hours

Maximum Marks : 100

Note : Attempt questions from all Sections as instructed.

Section-I (Short Answer Type Questions) (5×4=20)

Attempt any five questions. Each question carries 4 marks.

1. What are the challenges in International Business?
2. Define globalization.
3. What are the macroeconomic issues which affect business strategy?
4. What do you understand by the theory of mercantilism?
5. What is GATT?
6. What factors influencing market entry?
7. What are the cross-cultural issues which affect International Human Resource Management?

Section-II (Medium Answer Type Questions) (5×10=50)

Attempt any five questions. Each question carries 10 marks.

1. Explain Haberler's theory of Opportunity Cost.
2. What are the different types of trade blocs? Explain.
3. Write short notes on the following:
 - a) Artificial Intelligence
 - b) Transnational structure
4. Explain the EPRG framework.

5. What are the different terms of payment in International Trade? Explain any two.
6. What do you understand by International Retailing? Explain giving examples.
7. Explain the different approaches to International HRM.

Section-III (Long Answer Type Questions) (2×15=30)

Attempt any two questions. Each question carries 15 marks.

1. How does the political environment of a country impacts the business? Explain.
2. Explain the comprehensive model of strategic alliance and networks.
3. Discuss the interface of Marketing and Logistics Function in International Logistics.