

No. of Printed Pages : 3

**MMPC–016**

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)**

**Term-End Examination**

**June, 2024**

**MMPC–016 : INTERNATIONAL BUSINESS  
MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. (a) Discuss the importance of international business.
- (b) Briefly discuss the evolving paradigm of globalisation.
2. Examine the impact of technological, ecological and legal environment on international business.

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3. Explain the importance of international trade theories and discuss the Foreign Direct Investment (FDI) theories.
4. (a) Discuss various types of organisational structures.  
  
(b) Highlight the characteristics of global functional structure and its advantages and disadvantages.
5. What do you understand by global financial system ? Discuss the foreign exchange market in detail.
6. Discuss international logistics management and explain in detail the relationship between marketing management and logistics management.
7. Write short notes on any *four* of the following :
  - (a) International compensation

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- (b) Strategic alliances
- (c) Benefits of trade blocs
- (d) International joint ventures
- (e) International consumer behaviour