

**POST GRADUATE DIPLOMA IN GLOBAL  
BUSINESS LEADERSHIP (PGDGBL)**

**Term-End Examination**

**December, 2011**

**MGBE-030 : INTERNATIONAL BUSINESS  
ENVIRONMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions.*

1. (a) What is a Transnational Corporation (TNC) ?  
Describe its features. 10,10  
(b) Explain the modern theory of trade with  
underlying assumptions.
2. Why do companies in developing countries seek  
technology transfer ? Discuss the problems faced 20  
in this regard.
3. What is e-commerce ? What are its benefits ?  
What steps should be taken to popularise  
electronic commerce in India ? 5,7,8
4. (a) Explain the major forces of globalisation.  
(b) How does economic environment affect  
the business decisions of an International  
business firm ? 10,10

5. (a) Distinguish Customs Union from Common Market. 10,10
- (b) Can Euro replace US dollar and become a vehicle currency ?
6. Critically examine the statement that there is no essential difference between domestic and international trade in a globalized environment. 20
7. Write short notes on *any three* of the following : 20
- (a) MFN Treatment
- (b) Flexible and Fixed Exchange Rate
- (c) Rule of origin
- (d) TRIPS
-