

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2021**

**MS-097 : INTERNATIONAL BUSINESS**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :**

- (i) There are **two** sections — A and B.
  - (ii) Attempt any **three** questions from Section A.
  - (iii) Section B is **compulsory**.
  - (iv) All questions carry equal marks.
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**SECTION A**

1. (a) Highlight the importance of international business.  
(b) What are some of the important instruments of trade policy ? Discuss them briefly with examples.
2. “Risk analysis is an integral part of assessing country attractiveness and is concerned with assessing market opportunities to determine the market attractiveness.” Discuss the above in detail.

3. Explain the need for strategic alliances. Discuss in detail how implementation and management of the alliances take place.
4. Highlight the different modes of payment in international trade. Explain their operations.
5. Write short notes on any **four** of the following :
  - (a) Special Drawing Rights (SDRs)
  - (b) World Trade Organisation (WTO)
  - (c) International Recruitment and Selection
  - (d) Factors Influencing Entry Modes
  - (e) Technology Transfer

## SECTION B

6. How can a country's political policies and legal framework influence the international business activity ? Discuss citing examples.
  
  7. Consider the situation facing a company investigating a new country market. Discuss some of the factors that the company would need to consider in order to decide whether it is worthwhile to enter the new market.
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