

**MASTERS OF BUSINESS ADMINISTRATION
(FULL TIME PROGRAMME)
(MBACN)**

Term-End Examination

June, 2013

**MCN-016 : INTERNATIONAL BUSINESS
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

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1. (a) What is a multinational corporation? What are its basic features? 10
 - (b) Explain the modern theory of trade and critically examine it. 10
 2. Define 'business ethics' and state the current ethical issues in international trade with examples. 20
 3. Discuss the importance of strategic market decisions in international marketing planning with suitable examples. 20
 4. Distinguish between 'fixed' and 'floating' exchange rate. What are the advantages and disadvantages of a floating exchange rate system? 20

5. Explain the concept of exchange risk analysis. Describe the various ways in which an organisation can manage such risk ? 20
6. Describe the various methods used for evaluating and selecting countries as markets. What strategies should be developed for a successful entry ? 20
7. Outline the problems associated with the cross cultural communication process and the role of arbitration in solving these problems. 20
8. Write short notes on *any two* of the following : 2x10=20
- (a) Organisation and objectives of WTO
 - (b) Political risk management
 - (c) Euro crisis
 - (d) Technological transfer and its problems
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