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MS-97

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2022

MS-97 : INTERNATIONAL BUSINESS

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Explain in detail the difference between theory of absolute advantage and theory of comparative advantage. Give illustrations.
2. (i) Analyse the reasons behind the upsurge in trade blocks.
(ii) Briefly discuss the welfare impact of Preferential Trade Arrangements (PTAs).
3. What are the different theories of internationalisation and why is it important to study these theories in the context of international entry strategies ?

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4. (i) What do you understand by global financial system ? Discuss.
(ii) Distinguish between international and domestic marketing, giving examples.
5. Write short notes on any *four* of the following :
 - (a) International Trade Policy
 - (b) Strategic Alliances
 - (c) Legal Environment
 - (d) Advantages of FDI
 - (e) Transfer Pricing
6. What do you understand by the term Ethics ? What ethical and social responsibility issues are likely to become important during the current decade ? Discuss.
7. (i) Explain the concept of emerging market economies and their characteristics.
(ii) Briefly examine the impact of enlargement of EU on India.