

No. of Printed Pages : 2

**MMPC-016**

**MASTER IN BUSINESS  
ADMINISTRATION  
(MBA)**

**Term-End Examination  
June, 2023**

**MMPC-016 : INTERNATIONAL BUSINESS  
MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) *All questions carry equal marks.*

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1. Distinguish between domestic and international business and highlight the importance of international business.
2. Briefly examine the key agreements of World Trade Organization.
3. What are the modes of entry into international markets ? Discuss the factors influencing entry modes.

**P. T. O.**

4. Discuss in detail stages of alliance formation.
5. Discuss the selection of channels of distribution in international marketing. Explain the steps for successful exporting.
6. What is the relationship between marketing management and logistics management ? Discuss in detail.
7. (a) What are the factors involved in expatriate selection and describe the advantages and disadvantages in using expatriates.  
(b) Briefly discuss expatriate training and development.
8. Write short notes on the following :
  - (a) Effects of globalization
  - (b) The Leontiff Paradox
  - (c) Environmental scanning
  - (d) E-Commerce