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**M. B. A. (Fourth Semester) Examination, Apr-May 2020**

**(New Scheme)**

**(Management Branch)**

**(Specialization : Marketing Management)**

**INTERNATIONAL BUSINESS MARKETING**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : Attempt any two questions from all sections.***

***Each question carries 8 marks.***

**Section-A**

1. What do you understand by International Business?  
Compare the following two theories of International Trade : Absolute Advantage Theory & Comparative Advantage Theory.

2. Explain the purpose and structure of International Monetary Fund (IMF)?
3. Write short notes on : (any two)
  - (i) WTO and anti-dumping measures
  - (ii) GATT
  - (iii) ASEAN
  - (iv) NAFTA

#### **Section-B**

4. What is a Multinational Corporation? Why do developing countries allow MNCs to operate in their countries?
5. Define the term 'Balance of Payments', What is disequilibrium in the balance of payments and what are its causes?
6. What do you mean by Tariff & Quota? Discuss its advantages and disadvantages.

#### **Section-C**

7. Write a detailed note on Foreign Investments in India.

What are the problems and prospects of Indian business abroad?

8. What is foreign direct investment? Explain its forms.
9. Discuss the various factors that influence foreign investment decisions. State some of the distinguishing features of Transaction Cost Approach of FDI.

**Section-D**

10. Give a detailed description of regulatory documents required for export procedure.
11. Bring about the merits and demerits fo Foreign Exchange Trade. What is spot foreign exchange rate and forward foreign exchange rate?
12. Critically examine the Indian EXIM policy.

**Section-E**

13. Discuss various International promotion strategies. How does the global advertising differ from the local advertising?

14. What are the factors influencing International Marketing environment? How does political environment affect the International business?

15. Write short notes on : (any two)

- (a) Currency Convertibility
- (b) Foreign Exchange
- (c) Global Monetary System
- (d) International Marketing Research