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**M. B. A. (Fourth Semester) Examination,  
April-May 2021**

**(New Course)**

**(Management Branch)**

**INTERNATIONAL BUSINESS MARKETING**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : Attempt all questions. All question carry equal marks.***

**Unit-I**

1. Define International Business. Discuss the various theories of International Trade.

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Or

Discuss the role of World Bank in International Business Management.

### Unit-II

2. What do you mean by tariffs and quotas? Explain their role in the development of trade policies.

Or

Write short notes on :

- (i) Balance of payment
- (ii) Trade deficit

### Unit-III

3. Write an explanatory note on FDI.

Or

Discuss the problems and prospects of Indian businesses abroad.

### Unit-IV

4. Write short notes on :

- (i) Export finance
- (ii) Export pricing

| 3 |

Or

Write an explanatory note on export procedures and documentation.

### Unit-V

5. Explain global monetary system. How it helps to promote International Trade and Commerce.

Or

Write short notes on :

- (i) International Marketing Strategy
- (ii) International Advertising