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**M. B. A. (Fourth Semester) Examination,
April-May 2022**

(Elective-I)

(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. What is International Trade? Discuss its various theories giving suitable examples.

16

Or

Explain about the international economic institutions dealing with the rules of international trade among countries.

[2]

Unit-II

(Attempt any two from (a), (b) and (c))

2. (a) "Balance of payment always equal zero." Explain. Also discuss about the various. 8
- (b) What do you mean by tariff? In what way tariffs help to regulate international trade. 8
- (c) What is the purpose of a quota? Discuss its types and usages. 8

Unit-III

3. What is foreign investment? Discuss the types and procedures of foreign investments in India. 16

Or

Discuss the problems and prospects of Indian business faced abroad.

Unit-IV

(Attempt any two from (a), (b) and (c))

4. (a) What are the overseas business options available for international business? Discuss India's export policy in detail. 8

[3]

- (b) Explain the various institutional infrastructure for exports. 8
- (c) Write a note on export procedures and documentation. 8

Unit-V

5. Explain the fundamentals of foreign exchange with suitable examples. 16

Or

What do you mean by International Marketing Strategy? Discuss international advertising, promotion and communication in detail. 16