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**M. B. A. (Fourth Semester) Examination,**

**April-May 2021**

**(New Scheme)**

**(Management Branch)**

**(Elective-I)**

**INTERNATIONAL BUSINESS MARKETING**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : Part (a) in each question is compulsory and it carries 6 marks each. Attempt any 1 from Part (b) and (c) in each question. It carries 10 marks each.***

**Unit-I**

1. What do you understand by International Trade? Explain any 1 of the following Trade Theories in brief :

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- (i) Mercantilism
  - (ii) Comparative Advantage Theory
- (b) Give a detailed note on the origin of WTO and the main sections of WTO along with its implications in Indian business as well as its functions.
- (c) Write notes on : (any **two**)
- (i) IMF (International Monetary Fund)
  - (ii) UNCTAD (United Nations Conference on Trade and Development)
  - (iii) Role of World Bank

### Unit-II

2. (a) "Trade policy refers to the regulations and agreements that control imports and exports to foreign countries." Explain the statement.
- (b) What is balance of payment? What are its components? Also explain what are the effects of disequilibrium in Balance of Payment (BOP)?
- (c) Government's regulation of the business may cover a broad spectrum extending from entry into business

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to the final result of business. Explain it in relation to regulatory framework in International Trade.

### Unit-III

3. (a) How companies assess the determinants of foreign direct investment and its impact on economic growth?
- (b) Foreign investment helps a country reach its economic potential by providing capital to finance new industries and enhance existing industries, boosting infrastructure and productivity and creating employment opportunities. Comment.
- (c) Indian Companies need to find answers to the major challenges posed in their way to be global leaders. Explain.

### Unit-IV

4. (a) Write the role of EXIM bank.
- (b) Write a detailed note on the institutional setup for export promotion in India. Also explain the principle objective of export promotion.

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- (c) How are India's Exports Financed? How far has the Export Credit and Guarantee Corporation helped the exporters in obtaining finance? Explain the role of ECGC in facilitating international trade.

**Unit-V**

5. (a) What is the background of the formation and development of International Marketing? What impact does scientific and technological environment have on International Marketing?
- (b) How foreign exchange market is considered as a global decentralized market for the trading of currencies. What functions are performed by foreign exchange market.
- (c) "International Advertising, generally speaking, is the promotion of goods, services, companies and ideas, usually in more than one country performed by an identified sponsor." Comment with suitable example.