

FACULTY OF MANAGEMENT

M.B.A. III – Semester (OLD) & (Evening) Examination, May / June 2019

Subject: International Business

Course No. 3.2

Time: 3 Hours

Max. Marks: 80

Note: Answer all the questions.

**PART – A (10x2 = 20 Marks)
[Short Answer Type]**

1. Answer the following in not more than 75 words.

- a) Franchising
- b) E-Business
- c) TRIMs
- d) World Trade Organization
- e) Non-Tariff Barriers
- f) Cultural Environment
- g) ASEAN
- h) Intercultural Communications
- i) Global Ownership
- j) UNCTAD.

**PART – B (5x12 = 60 Marks)
[Essay Answer Type]**

Note: Answer all the questions by using internal choice.

- 2 a) Describe various International Trade Theories.
OR
b) Explain the process of Internationalization.
- 3 a) Explain the structure and functions of WTO.
OR
b) Critically examine the forms of trade regulations at national level.
- 4 a) What are the strategies followed by the companies at the time of entry into the global business?
OR
b) What are the methods being followed in selection of strategic alliance partner?
- 5 a) Explain the prerequisites for effective e-business transactions.
OR
b) Describe various challenges of e-enabled business process.
- 6 a) Describe inter cultural human resources management in global contest.
OR
b) How are the strategies implemented in global business? Explain in detail.
