

Total No. of printed pages = 4

**BA 17240E11**

Roll No. of candidate 

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**2020**

**M.B.A. 4<sup>th</sup> Semester End-Term Examination**

**INTERNATIONAL BUSINESS**

**(New Regulation)**

Full Marks – 50

Time – Two hours

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The figures in the margin indicate full marks  
for the questions.

**GROUP A**

1. Answer any five questions from (a) and (b) :  
(5 × 1 = 5)
  - (a) State True or False.
    - (i) International trade refers to exports and imports of goods and services by a firm to a foreign based buyer or from a seller. (true/false)
    - (ii) Profitability is one of the non economic motives of business expansion. (true/false)
    - (iii) Cultural factors play an important role in operating business globally. (true/false)

**[Turn over**

- (iv) A country's BOP is the summary of all its economic transactions that have taken place between the country and rest of the world. (true/false)
  - (v) Economic union involves much greater level of economic integration with harmonization of monetary and fiscal policy. (true/false)
- (b) Select the appropriate answer:
- (i) Food franchise companies avoid sales of pork food in India and Pakistan.
    - (A) Due to cultural difference
    - (B) To avoid standardization
    - (C) For sales and cost consideration
  - (ii) Using the same brand name globally is hampered by
    - (A) Language difference
    - (B) Brand Acquisitions
    - (C) Language difference and Brand Acquisitions
    - (D) None of these
  - (iii) BOT of any country is a part of
    - (A) Current account
    - (B) Capital account
    - (C) Financial Account
  - (iv) India is a member country of
    - (A) European Union
    - (B) UNESCO
    - (C) NAFTA

- (v) WTO was established in the year
- (A) 1995
  - (B) 1990
  - (C) 2000
  - (D) 2005.

**GROUP B**

Answer any three questions.

2. (a) Explain the reasons for international business expansion. (6)
- (b) Distinguish between domestic and international trade. What are the challenges of managing trade in a globalised era? (5 + 4 = 9)
3. (a) Give an overview of world trade and India's performance with proper sources of data. (7)
- (b) What are the components of Balance of payment? Explain with suitable diagram/table. (8)
4. (a) 'Balance of payment is always in balance, is it true? Explain. (5)
- (b) What are the constraints in India's Export growth? Explain. (10)
5. (a) Distinguish between the features of WTO and GATT. (7)
- (b) Why should a country join the WTO? (5)
- (c) What are the functions of WTO? (3)

6. (a) What are the different forms of International Economic Integration? Discuss about the characteristics. (7)
- (b) Write short notes on : (4 + 4)
- (i) Asia Pacific Economic Cooperation (APEC)
- (ii) Association of South East Asian Nation (ASEAN).
7. (a) What are international leasing and international licensing? Discuss. (3 + 4)
- (b) Discuss about the benefits and limitations of joint ventures. (4 + 4)
- Or
- (c) Which one is the most preferred market entry strategy of firms in international business and why? Which one is the least preferred and why?
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