

No. of Printed Pages : 03

Roll No.

BB-425

M.B.A. EXAMINATION, Dec. 2017

(Second Semester)

(Re-appear Only)

MBA-114

INTERNATIONAL BUSINESS

Time : 3 Hours]

[Maximum Marks : 70

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(3-47/13)M-BB-425

P.T.O.

Unit I

1. What do you understand from International Business ? How is it different from domestic business ? **14**
2. What are different entry barriers for entering into international market ? How organisations are managing these barriers ? **14**

Unit II

3. Write in detail Prahalad and Doz's strategy model for foreign trade. **14**
4. Write short notes on the following :
 - (a) FDI and FII **7**
 - (b) Organisational Structure. **7**

Unit III

5. Define Balance of Payments. What are the reasons for adverse balance of payment and what are different corrective measures ? **14**

6. Discuss in detail Vernon's theory of International Product Life-cycle. **14**

Unit IV

7. "WTO is successor of GATT." Comment. **14**
8. Write short notes on the following :
 - (a) Asian Development Bank **7**
 - (b) Foreign Trade Policy. **7**