

No. of Printed Pages : 3

Roll No.

BB907

M.B.A. EXAMINATION, May 2019

(Second Semester)

(B. Scheme) (Re-appear)

MBA

MBA114B

INTERNATIONAL BUSINESS

Time : 3 Hours]

[Maximum Marks : 75

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.

(4-15/17) M-BB907

P.T.O.

Unit I

1. Define International Business. Discuss the difference between domestic and International Business. **15**
2. Explain various entry modes. What are the merits and demerits of different entry modes ? **15**

Unit II

3. Illustrate Porter model of international business for competitive edge. **15**
4. What do you understand by foreign direct investment ? What are different methods for foreign direct investment ? **15**

Unit III

5. Discuss the theory of comparative cost with suitable example. **15**

6. Define balance of payment. Discuss the reasons and remedies for adverse balance of payment. **15**

Unit IV

7. Write short notes on the following :
 - (a) International monetary fund **7.5**
 - (b) TRIPS and TRIMS **7.5**
8. Discuss the current foreign trade policy of India. **15**