

No. of Printed Pages : 3

Roll No. ....

**18BB2007**

**M.B.A. EXAMINATION, May 2019**

(Second Semester)

(C Scheme) (Main Only)

MBA

MBA114C

INTERNATIONAL BUSINESS

*Time : 3 Hours]*

*[Maximum Marks : 75*

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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.

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

(4-15/5) M-18BB2007

**P.T.O.**

### **Unit I**

1. Bring out the modes of going international by domestic firms. Which mode, according to you, is most appropriate for India ?
2. What is the role of strategic decision making in international business ? How international businesses formulate their strategies ?

### **Unit II**

3. Define the term 'Foreign Direct Investment'. What are major incentives for developed countries to invest in developing countries ?
4. Discuss the Porter's model of international business competitive strategy. How is it different from Prahalad and Doz strategy model ?

### **Unit III**

5. Critically examine the Hecksher-Ohlin theory of international trade.

6. What is the difference between balance of trade and balance of payment ? Enumerate the principle items in the balance of payment of a country.

### **Unit IV**

7. Explain the basic idea behind the establishment of WTO. What are the objectives and mandate of WTO ?
8. Explain the objectives of the World Bank. Discuss how far it has been successful in achieving these objectives.