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Roll No.

18CC2022

M.B.A. EXAMINATION, 2020

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

IB04C

INTERNATIONAL BUSINESS

ENVIRONMENT

Time : 2½ 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 *Four* questions in all. All questions carry equal marks.

(3)M-18CC2022

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1. “International business is only an extension of and a variation on domestic business.” Critically evaluate the statement.
2. Discuss the important elements of culture and their impact on a firm’s international business operation.
3. Enumerate the features of different types of trading blocks. Explain the rationale for trading blocks coming into existence.
4. What is economic environment ? How is the economic environment of host country important for an international manager ?
5. What is political risk ? How do MNC’s manage political risk ? Give suitable examples.
6. What is international legal environment ? What are the major types of legal systems and implications of these legal systems on international business decisions ?

7. Write short notes on the following :
- (a) The recent trends and current issues in technology transfer.
 - (b) Levels of transfer of technology. Give suitable illustrations.
8. (a) Discuss the concept of transfer of technology.
- (b) Explain the role of transfer of technology in international trade.