

C 82568

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2015

(CUCSS)

BUS 4C 24—INTERNATIONAL BUSINESS

(2013 Admission)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What is licensing ?
2. What do you mean by BOOT ?
3. What do you mean by green field investment ?
4. What do you mean by double tax relief ?
5. What do you mean by FII ?
6. Explain merger.

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage

7. What is a strategic alliance ? What are benefits and problem in strategic alliance ?
8. What is the role of WTO in global business environment ?
9. Compare domestic and international financial management.
10. How do MNC minimize foreign exchange risk ?
11. Explain the advantages of promoting FDI.
12. Explain the factors influencing location decision of international business ?
13. What are the problems faced by MNCs in India ?
14. Explain different management orientation of overseas business.

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any **two** questions.

Each question carries 6 weightage.

15. Enumerate major steps taken by Indian government for promoting international business.
16. What are the relative advantages and disadvantages of a merger compared to other forms of alliances ?
17. Explain the different organizational structures for international business ?

(2 × 6 = 12 weightage)