

C 2771

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2016

(CUCSS)

BUS 4C 24—INTERNATIONAL BUSINESS

(2013 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. Define international business.
2. Differentiate between developed and developing country ?
3. What is repatriation ?
4. What is FDI ?
5. What do you mean by BOLT ?
6. Differentiate franchising and licensing.

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. How globalization and liberalization have helped the growth of international business in India since one decade ?
8. Explain the problems of international business.
9. What are the factors to be considered for selecting a joint venture partner ?
10. What do you mean by centralized organizational structure ?
11. Explain the strategic issues in supply chain management of an international business.
12. Explain the foreign exchange risk associated with international business.
13. ECGC is playing an important role in pushing Indian exports. Discuss.
14. What is the role of political and legal environment in promoting international business ? Explain it from Indian prospective.

(6 × 3 = 18 weightage)

Turn over

Part C

*Answer any two questions.
Each question carries 6 weightage.*

15. Discuss the various methods of entering foreign market.
16. Are present policies of Indian government helping the companies to go international ? Discuss.
17. Explain the functions and objectives of WTO.

(2 × 6 = 12 weightage)