

C 23650

(Pages : 2)

Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2017

(CUCSS)

BUS 4C 24—INTERNATIONAL BUSINESS

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What do you mean by customs-duty ?
2. What is expatriation ?
3. What is franchising ?
4. What do you mean by TNC ?
5. What are objective of WTO ?
6. What is FDI ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. What do you mean by global strategic partnership ? Explain its advantages.
8. Explain the role of social environment in international business.
9. Explain the role of EXIM bank in promoting Indian companies.
10. Write a note on the problems faced by marketer of international business.
11. What is the role of business ethics in international business ?
12. What do you mean by technology transfer ? Why the home countries oppose technology transfer ?
13. Explain the barriers to globalisation.
14. Discuss the dispute mechanism and procedures set by WTO for settlement of international disputes.

(6 × 3 = 18 weightage)

Turn over

Part C

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

15. Discuss about the Indian trade policies.
16. Discuss some of the important international marketing strategies.
17. Explain the advantages of joint venture as an entry strategy. How automobile industry used this strategy to enter Indian market ?

(2 × 6 = 12 weightage)