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(Pages : 2)

Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

M.B.A.

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 is Global Sourcing ?
2. What is Free Trade Area ?
3. What is most favoured nation ?
4. What is lag strategy ?
5. What is translation exposure ?
6. What is a management contract ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Discuss the relationship between competitive advantage and performance.
8. What are the common mistakes made in international trade ?
9. Discuss the cultural influence on international business.
10. What are the legal issues in international marketing ?
11. Explain the international business ethics concept.
12. Discuss the broad categories of strategies in international business.
13. What are the legal issues in international marketing ?
14. What are the choices of entering international business ?

(6 × 3 = 18 weightage)

Turn over

Part C

Answer any two questions.

Each question carries 6 weightage.

15. Explain the managerial responses to political risk in international business.
16. Discuss the international dimensions of industrial marketing.
17. Explain the international product life cycle theory.

(2 × 6 = 12 weightage)