

Reg. No. :

Question Paper Code : 40149

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2018.

Third Semester

BA 5301 – INTERNATIONAL BUSINESS MANAGEMENT

(Regulations 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define International Business.
2. What is Business Environment?
3. What is International Trade?
4. What is Regional Trade Block?
5. What is Portfolio Management?
6. Mention the different forms of International Business.
7. What is economy of scale?
8. What is exchange rate risk?
9. What is conflict resolution?
10. What is ethical decision – making?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the important factors causing globalization of business.

Or

- (b) Explain protection and liberalisation of global business environment. Give their relative merits and demerits.

12. (a) Explain the objectives and functions of GATT.

Or

(b) Describe any two theories of International Trade.

13. (a) Write an essay about Global Portfolio Management.

Or

(b) Distinguish between standardization and differentiation strategies with suitable examples.

14. (a) (i) Discuss the issues involved in global supply chain management.
(ii) What are the challenges in international product development?

Or

(b) Discuss about the various types of exchange rate systems and state the factors determining the exchange rate.

15. (a) Explain the disadvantages of international business.

Or

(b) Discuss the ethical issues in international business.

PART C — (1 × 15 = 15 marks)

16. (a) Analyse the trend of international business environment in India.

Or

(b) Outline the political, economic, social and cultural environment of international business with suitable real time examples.