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Question Paper Code : 70170

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2019

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 International strategic management ?
6. What is organisational culture ?
7. What is economies of scale ?
8. What is exchange rate risk ?
9. What is conflict resolution in international business ?
10. What is ethical decision-making ?

PART – B

(5×13=65 Marks)

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

(OR)

- b) Write the merits and demerits of protection Vs liberalization of global business environment.



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 of MNCs with suitable examples.

14. a) i) Discuss the issues involved in global supply chain management. (7)

ii) What are the challenges in international product development? (6)

(OR)

b) What are the factors determining the fluctuations in exchange rate?

15. a) Explain the advantages and disadvantages of internationalising business.

(OR)

b) Discuss the ethical issues in international business.

PART – C

(1×15=15 Marks)

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

(OR)

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