

Reg. No. : 920215631023

Question Paper Code : 63157

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2017.

Elective

BA 7401 – INTERNATIONAL BUSINESS MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define International Business.
2. What do you mean by Free Trade?
3. Write any three important articles of GATT.
4. What is portfolio management?
5. Distinguish between tariff and tariff barrier.
6. What is Training?
7. What do you mean by Supply Chain Management?
8. What is Business Ethics?
9. State the different between fixed and flexible exchange rate.
10. What are the types of conflicts?

PART B — (5 × 13 = 65 marks)

11. (a) Write an essay about the Protection vs Liberalization of Global Business Environment focus mainly on merits and demerits.

Or

- (b) Write the various advantages and disadvantages of internationalization of business and highlight the various factors affecting the globalization of business.

12. (a) Explain the objectives and functions of World Trade Organization.

Or

- (b) Write the different theories of International trade and theories of international investment. Write in detail the purchasing power parity theory.

13. (a) Write the various organizational issues of international business and how they can be solved effectively.

Or

- (b) Write an essay about the Global Portfolio Management.

14. (a) Write an essay about the various challenges encountered in Product Development.

Or

- (b) Write in detail the various quality considerations to be taken into account for the Globalization of Market.

15. (a) Write the various conflicts in the International business and how they can be resolved.

Or

- (b) Write an essay about the various ethical issues in the international business and decision making.

PART C — (1 × 15 = 15 marks)

16. (a) Write an essay about the ethics of International Business with reference to technological, utilitarianian and deontological perspectives.

Or

- (b) Explain the different forms of protection and its impact on welfare and how far the WTO play key role in protecting the free trade.