

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code : 60347

M.B.A DEGREE EXAMINATION, NOVEMBER/DECEMBER 2015.

Fourth Semester

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. List any two advantages of international business management.
3. What is WTO?
4. Define GATT.
5. Explain the challenges of Global business trade.
6. What is International Strategic Management?
7. What are the different forms of international business?
8. List out the marketing strategies of International Business
9. What are the features of International Business Management?
10. What do you mean by conflict in International Business?

PART B — (5 × 16 = 80 marks)

11. (a) Explain the different factors that cause globalization of business.

Or

- (b) List out the advantages and disadvantages in International business management.

12. (a) Explain the theories of International Trade and Investment?

Or

(b) Explain briefly about RTBs.

13. (a) Explain briefly about global portfolio management in International strategic management.

Or

(b) Explain the different forms of international business.

14. (a) Describe make or buy decisions in global business

Or

(b) What are the challenges and ethical issues of International Business?

15. (a) Explain about the conflict in International Business.

Or

(b) What are the various roles of international agencies in international business?
