

**SEM-44**

**M. B. A. (Second Semester) Examination,  
June 2014**

**BUSINESS MANAGEMENT**

*Paper : CP-202*

**(International Business Environmental and Management)**

*Time Allowed : Three hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 25*

*Note : The paper is divided into three sections. Attempt questions in each section as per instructions in that section.*

**Section-A**

**(Objective Type Questions) 10×1=10**

*Note : Attempt all questions. Each question carries 1 mark.*

**SEM-44**

**PTO**

**I. Choose the correct answer :**

- (i) Which two of the following are arguments in favour of protectionism?
- (a) Support strategically important industries
  - (b) Reduces domestic employment
  - (c) Encourages 'dumping'
  - (d) Protect 'Infant industries'
- (ii) Which one of the following international institutions seeks to End discrimination in trade and progressively reduce tariffs and non-tariff barriers?
- (a) OECD
  - (b) IMF
  - (c) World Bank
  - (d) WTO <http://www.apsuonline.com>
- (iii) Which one of the following would be regarded as the 'highest risk-highest reward' method of internationalisation?
- (a) Joint venture
  - (b) Franchising

- (c) Foreign direct investment
- (d) Indirect exporting
  
- (iv) NAFTA stand for :
  - (a) North African Trade Association
  - (b) North American Free Trade Agreement
  - (c) Northern Atlantic Trade Agreement
  - (d) Northern Association for Trade
  
- (v) IPR stands for :
  - (a) Intellectual Property Rights
  - (b) International Property Rights
  - (c) International Promotion Rights
  - (d) Interior Promotional Rights
  
- (vi) ..... is a limit on the amount of a specific product that can Enter a country :
  - (a) Quota
  - (b) Tariff
  - (c) Exchange control
  - (d) Boycott

- (vii) IBRD (International Bank for Reconstruction and Development) also known as ..... :
  - (a) Exim Bank
  - (b) World Bank
  - (c) International Monetary Fund
  - (d) International Bank
  
- (viii) Select example of Indian Multinational Company :
  - (a) Hindustan Unilever
  - (b) Videocon
  - (c) Cargill
  - (d) Tesco
  
- (ix) Exports and Imports come under the preview of :
  - (a) Ministry of Finance
  - (b) Ministry of Commerce
  - (c) Ministry of External Affairs
  - (d) Ministry of Home Affairs
  
- (x) ..... is the first step in the typical internationalization process.

- (a) FDI
- (b) Sales subsidiary
- (c) Export through distributor
- (d) License

**Section-B**

**(Short Answer Type Questions) 5×4=20**

*Note : Answer all five questions. One question from each unit is compulsory. Each question carries 4 marks.*

**Unit-I**

2. Explain the main features of International Business. How does it differ from local business.

**Or**

Discuss the types of International Business.

**Unit-II**

3. Explain the role of economic environment in development of trade and investment.

**Or**

Explain Balance of Payment.

**Unit-III**

4. How does the decision of WTO will affect to the Indian Business Scenario?

**Or**

Discuss the functions of WTO.

**Unit-IV**

5. Write a short note on "The future of Euro Currency Market".

**Or**

Explain the function of Stock Market.

**Unit-V**

6. How do you define the relationship between globalisation and Industrial scenario at world wide level.

**Or**

How foreign technology and capital helps in export of technology led products?

**Section-C**

**(Long Answer Type Questions)**

**2×20=40**

*Note : Attempt any two questions of the following in detail. Each question carries 20 marks.*

7. Assess the influence of the following on international business :

- (a) External environment
- (b) The economic and political environment
- (c) The human cultural environment

8. Write a critical essay on "Trends in Recent World Trade System."

9. What are the objectives of World Trade Organisation? What are the advantages and disadvantages to India as a member of WTO?

10. Explain the segments of Euro currency market. How does this market influence the foreign currency markets at the international level.

**11. Write notes on the following :**

- (a) Global HRD system
- (b) Globalisation and social constraints