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Question Paper Code : X 85174

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020

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. What is internationalizing of Business ?
2. What do you understand by free trade ?
3. What is regional trade block ?
4. What is multilateral trade agreements ?
5. What is global portfolio management ?
6. What is global entry strategy ?
7. What are the challenges in product development strategy ?
8. Why is Quality considered for product development ?
9. What are the disadvantages of international business ?
10. How can ethical decision making be done ?

PART – B

(5×13=65 Marks)

11. a) Analyze the trends in International business environment in India.

(OR)

- b) Explain in detail about protection and liberalization of global international business environment.



12. a) Describe in detail the current issues in multilateral trade negotiations in the world.

(OR)

b) Discuss the different theories of international trade and explain how they differ with one another.

13. a) Explain how Standardization and Differentiation in products influence international business.

(OR)

b) Explain performance measurement indicators of a multinational corporation in detail.

14. a) Explain the issues involved in global supply chain management.

(OR)

b) How do you determine the exchange rate and discuss the various types of exchange rate system ?

15. a) Explain different types of conflict and conflict resolution techniques in international business.

(OR)

b) Explain the role of international agencies in international business to help in negotiations between countries.

PART – C

(1×15=15 Marks)

16. a) Explain in detail on the application of ethics in international business with special reference to an Indian context.

(OR)

b) Evaluate the role of WTO organization on protecting and developing free trade in India.
