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Question Paper Code : X 90136

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020
Fourth Semester
BA 7401 – INTERNATIONAL BUSINESS MANAGEMENT
(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

Define the following terms :

1. International business.
2. Globalization.
3. Regional trade block.
4. GATT.
5. Standardization.
6. Organizational structure.
7. Cost of production.
8. Training and development.
9. Conflict management.
10. Ethical decision making.

PART – B

(5×13=65 Marks)

11. a) Discuss the factors causing the globalization of business. Explain the significance of global business.

(OR)

- b) Enumerate the political, economic and cultural environment of business.

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12. a) Discuss the role of GATT and WTO in the international business.

(OR)

b) What is meant by global competitiveness ? Explain the need for global competitiveness.

13. a) Discuss the various strategies of global entry followed by companies in international business.

(OR)

b) Write short notes on the following :

i) Controlling of international business. (7)

ii) Global portfolio management . (6)

14. a) Write a detailed note on the various factors to be considered in the global production.

(OR)

b) Discuss the various types of risks involved in international business.

15. a) Explain the reasons for international conflict management. What is the role of negotiation in international conflict management ?

(OR)

b) Discuss the role and functions of international advertising agencies.

PART – C

(1×15=15 Marks)

16. a) Explain about the conflict in International Business.

(OR)

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