

S.D.E.
M.B.A. (E) SEM-III (2 Year Course) : WINTER - 2018
SUBJECT : INTERNATIONAL BUSINESS

Day : Saturday
Date : 08/12/2018

W-2018-4748

Time 10.00 AM TO 1.00 PM
Max. Marks : 70

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
 - 2) Answer to the two sections should be written in **SAME** answer books.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** Explain transactions that constitute International Business. **(10)**
- Q.2** What are emerging opportunities available in International Business? **(10)**
- Q.3** Explain theory of “Absolute Advantage” of Adam Smith. **(10)**
- Q.4** Distinguish between “Direct” and “Indirect exporting”. **(10)**
- Q.5** Write a brief note on “International Monetary Fund”. **(10)**

SECTION – II

- Q.6** You are Manager of corporate desirous of taking up cross border trade activity. With hypothetical illustration explain steps that are required to enter into Foreign market. **(15)**
- Q.7** Discuss ethical issues involved in marketing product internationally. **(15)**
- Q.8** Write short notes on any **TWO**: **(15)**
- a) SAARC
 - b) Porter Model
 - c) B.O.P.

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