

S.D.E.

M.B.A. SEM-II (2013 COURSE) : WINTER - 2017

SUBJECT: INTERNATIONAL BUSINESS

Day: **Monday**
Date: **18/12/2017**

W-2017-4195

Time: **02.00 PM TO 05.00 PM**
Max Marks: 70

N.B:

- 1) Attempt any **FOUR** questions from Section-I.
- 2) Attempt any **TWO** questions from Section-II.
- 3) Figures to the right indicate **FULL** marks.
- 4) Answer to both the **SECTION** should be written in **SEPARATE** answer books.

SECTION-I

- Q.1** Discuss various modes of entry into international business. (10)
- Q.2** Trace the development of the International Monetary System from the pre-Bretton Woods period to the present day EURO. (10)
- Q.3** Explain Michael Porter's theory of 'Competitive Advantage of Nations' (10)
- Q.4** Discuss the fixed and flexible exchange rate system. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) UCPDC
 - b) GATT
 - c) FDI
 - d) IBRD

SECTION-II

- Q.6** Describe the salient features of India's balance of payments and explain the two policy measures that have effected significant changes in India's balance of payments position. (15)
- Q.7** Discuss the recent trends in world trade. (15)
- Q.8** ABC Ltd. wants to export its electronic goods. Advise them about the procedures of export marketing. (15)

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