

**FACULTY OF MANAGEMENT**

**M.B.A. III – Semester (OLD) & (Evening) Examination, May / June 2019**

**Subject: International Business**

**Course No. 3.2**

**Time: 3 Hours**

**Max. Marks: 80**

**Note: Answer all the questions.**

**PART – A (10x2 = 20 Marks)  
[Short Answer Type]**

**1. Answer the following in not more than 75 words.**

- a) Franchising
- b) E-Business
- c) TRIMs
- d) World Trade Organization
- e) Non-Tariff Barriers
- f) Cultural Environment
- g) ASEAN
- h) Intercultural Communications
- i) Global Ownership
- j) UNCTAD.

**PART – B (5x12 = 60 Marks)  
[Essay Answer Type]**

**Note: Answer all the questions by using internal choice.**

- 2 a) Describe various International Trade Theories.  
**OR**  
b) Explain the process of Internationalization.
- 3 a) Explain the structure and functions of WTO.  
**OR**  
b) Critically examine the forms of trade regulations at national level.
- 4 a) What are the strategies followed by the companies at the time of entry into the global business?  
**OR**  
b) What are the methods being followed in selection of strategic alliance partner?
- 5 a) Explain the prerequisites for effective e-business transactions.  
**OR**  
b) Describe various challenges of e-enabled business process.
- 6 a) Describe inter cultural human resources management in global contest.  
**OR**  
b) How are the strategies implemented in global business? Explain in detail.

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