

Roll No.

12640

**MBA 2 Year 3rd Semester (CBCS)
2019-20 New Scheme
Examination – December, 2022
INTERNATIONAL BUSINESS MANAGEMENT
(International Business Environment)
Paper : 201MG23G12**

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : All question of Section 'A' are compulsory. Attempt any *four* questions from Section 'B' selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Explain in brief :

- (a) Social responsibility of business.
- (b) What is free trade ?
- (c) Distinguish between domestic business and international business.
- (d) Role of culture in international business.

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- (e) Role of technological changes in the global business.
- (f) International financing.
- (g) International technological issues.
- (h) Conflict in international business.

SECTION - B

UNIT - I

2. Briefly discuss various ways of entering into international markets and their respective merits and limitations. Also explain as to how these alternatives entry modes are related to a firm's level of involvement with international markets.

3. "Social forces exercise a dominating influence on international business." Explain.

UNIT - II

4. Explain the principles and benefits of SAARC Preferential Trading Agreement (SAPTA).

5. How does economic environment of a country influence a firm engaged in international business ? Explain with suitable examples.

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UNIT - III

6. Describe the major legal systems prevalent in the world. How do differences in the legal system influence the operations of a global firm ?

7. How does domestic politics impact upon international business ? Explain in detail.

UNIT - IV

8. "Technology has drastically reduced time between conceiving an idea and implementing that idea." Comment.

9. What are the features of technology ? Discuss the implication of technology on MNCs.

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