

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DBM/PGDBM/DITM/PGDITM

Examination: June 2017

Subject: International Business

Semester: II

Course : New

Marks : 70

Time: 11.00 a.m. to 2.00 p.m.

Date: 19.06.2017

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What are the benefits of Globalization of Investment for the recipient country?
- b) Why Globalization is crucial for country's economics ?
- c) How far Trade based on Absolute advantage recommended by Adam Smith is valid in today's International scenario, explain.
- d) Briefly explain the Porter's Diamond theory.

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Why analysis of Micro environment is important in International Business?
- b) Discuss importance of Socio-cultural Environment with respect to International Business.
- c) Discuss about the why analysis of political risks is important for International Business.
- d) What are the major indicators of Political Instability in any country?
- e) What do you mean by "Free Trade" take any one Free Trade Agreement and discuss.

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Discuss pros and cons of Protectionism in International business.
- b) What is "Dumping" in International business explain with one example .
- c) What are the different types of " Trade Barriers" commonly seen in International Business explain each.
- d) Customs and entry procedures can be non-tariff trade barrier, explain how.
- e) Explain the concept of "Quotas" in relation to International Business.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Discuss in detail the criticism of WTO.
- b) How language as a cultural barrier in International Business ?
