

SVKM's NMIMS

School of Distance Learning

Programme: PGDBM/PGDITM/PGDSCM/ADITM/ADSCM

Academic Year: 2011-2012

Semester III/IV

Subject: International Business

Marks: 70

Time: 11.00 a.m to 2.00 p.m

Date: 6.1.2012

Course old

Instructions:

Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

N.B.

Figures in brackets indicate full marks.

All sub-questions carry equal marks.

Q1] Answer any 2 out of the following (Total: 10marks)

- Discuss the role of joint ventures in fostering growth of International Business.
- State the controllable and Non-controllable factors for a global company.
- Explain methods of entry into foreign markets.
- Differentiate between Make or Buy decision.

Q2] Write Short Notes on any 2 out of the following: (Total: 10 marks)

- FDI approaches to International business.
- Strategic Alliances.
- International Business & highlight its importance.
- Essence of multi-nationality.

Q3] Attempt any 3 out of the following questions: (Total: 30marks)

- Explain your understanding of a transnational structure of a multinational enterprise.
- What do you understand by intra-firm trade? In what way does it affect the host country.
- Critically examine the concept of comparative cost advantage.
- From the view points of (i)commitment, (ii)control and (iii) risks, what differences exist between domestic and international business.
- Comment on franchising as a choice of entry strategy.

Q4] Answer any 2 out of the following (Total: 20 marks)

- Explain the Role of Culture & its impact on negotiation process in International business.
- In what circumstances do firms prefer Product Standardization and Product Adaptation.
- Political environment of International business is an area of due attention to marketers. Substantiate This Statement.
- State your understanding of regional trading agreements.

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