

Narsee Monjee Institute of Management Studies(NMIMS)

School of Distance Learning (Year 2009-10)

PGDBM/PGDITM/PGDSCM/ADITM/ADSCM

Year: II Semester III/IV

Subject: International business

DATE: 11.01.2010

Marks:100

TIME: 11 Am. TO 2 Pm.

Time-3 hrs

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.

Question 1 (Attempt any two out of four) 10 marks

- a.Distinguish between Domestic &International Business
- b.Explain Adam Smith's theory of absolute advantage
- c.What is transfer pricing?
- d. What are the reasons for entering into joint ventures by Indian corporates?

Question 2 (Answer any three out of 5) 15 marks

Write Short notes on (Any Three)

1. Evolutionary pattern of MNEs
2. Environmental scanning
3. Multi-focal strategy
4. Ratio analysis

Question 3 (Attempt any three out of 5) 45 marks

- a. What type of managers do the global companies need?what alternatives do they have for meeting their manpower requirements?
- b. Discuss the pros and cons of various approaches to sourcing in international production
- c. How can a company manage its negotiations effectively? Explain in detail

- d. Discuss the motivations for export-oriented investments by the MNEs in the developing countries
- e. What are trade groupings? Describe the distinguishing characteristics of different trade groupings

Question 4 (Answer in detail the following two questions) 30 marks

1. Describe the international mechanism available for financing private FDIs and for investment guarantees
2. Comment on the outcome of negotiations on code of Conduct on technology transfer.