

**SVKM's NMIMS**

**NMIMS Global Access – School for Continuing Education**

Programme: DBM/PGDBM/DITM/PGDITM

June 2013 Examination  
Subject: International Business

Semester: II  
Course: New  
Marks: 70

Date: 24.06.2013

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

**Instructions:**

1. Answer to each new question to be started on a fresh page.
2. Figure in the bracket indicates full marks.

Q1. Discuss (Any 2) (2x5=10)

- a) Political Risks
- b) Problems in International marketing
- c) Reasons for protection
- d) Transnational Organization

Q2. Write Short Notes (Any 2) (2x5=10)

- a) Advantages of Make Decision
- b) SWOT Analysis
- c) Technology Licensing
- d) JIT Manufacturing System
- e) GATT

Q3. Attempt any 3 (3x10=30)

- a) Explain the global manufacturing strategies.
- b) Explain the advantages and disadvantages of strategic alliance.
- c) What do you mean by transfer pricing mechanism? State its merits and demerits for the host country.
- d) Explain the location strategy in International business.
- e) Explain, in detail, the Product Life Cycle Theory.

Q4. Answer the following questions (2x10=20)

- a) Explain, with examples, the impact of social and cultural factors in International business.
- b) What are the reasons and bases for global market segmentation?

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