

SVKM'S
Narsee Monjee Institute of Management Studies (NMIMS)
School of Distance Learning.

Academic Year: 2012-2013

Subject: International Business

Date: 11.1.2013

Time: 11:00 a.m to 2:00 p.m

Programme: DBM/PgDBM/DITM/PgDITM

Semester: II

Total Marks: 70

Course: New

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.

NB:

Figures in brackets indicate full marks.

All sub-questions carry equal marks.

Please state relevant industry examples wherever applicable.

Use of block diagrams, flow charts is encouraged and appreciated.

Q1] Answer briefly any 2 out of 3 the following (Marks: 2x5 = 10)

- a) Essence of Multi Nationality.
- b) The complexity and diversity of International business environment.
- c) Controlling Joint Ventures.

Q2] Write Short notes. Attempt any 2 out of 5 (Marks: 2x5 = 10)

- a) Transnational Organization – Its merits and demerits.
- b) Importance of Cultural factors in International Business.
- c) Distinguish between Micro and Macro Environment in International Business.
- d) When do firms prefer to enter International markets by taking up turnkey projects and when do they prefer contract manufacturing?
- e) Explain Product Lifecycle theory of FDI.

Q3] Attempt any 3 out of 5 (Marks: 3x10 = 30)

- a) What are the different types of qualitative and quantitative barriers in International Business.
- b) State the controllable and Non-controllable factors for a global company.
- c) Discuss the various factors by which a nation could maximize its gains from international trade.
- d) Explain the Role of Culture & its impact on negotiation process in International business.
- e) Discuss the different dimensions and limitations of International Business.

Q4] Attempt any 2 out of 3 (Marks: 2x10 = 20)

- a) What do you understand by transfer pricing mechanisms. State its merits and demerits for the host and home country nation.
- b) What is EPRG Framework in International Business. How and why is it important ?
- c) What is risk analysis in International Business? Categorize all the risk and their impact on international business.

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