

**SVKM's NMIMS University
School of Distance Learning**

International Business

Marks: 100

**Date: 13.12.2007
Time: 3.00 to 6.00**

Note Please:

- Support your answers with appropriate and relevant examples, block diagrams and flow charts wherever necessary.
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 - Please make assumptions, wherever required.
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 - Answer any 5 out of 8 questions. Question no. 3 is compulsory. All questions are for 20 marks.
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- 1] Describe the importance of Culture in International Business. How does culture shape the activities of International activities of a firm ?
- 2] Describe how International Business Theories evolved over the last four decades ? Use current examples of your choice to support your answer.
- 3] Explain what entry strategy options are available to firms to coordinate their plans for internationalization. Discuss whether JV's form a part of International Strategic Alliances.
- 4] Describe how political factors impact the competitiveness of an organization. What are the options available to companies for circumventing political risks in International Business.
- 5] Explain with the help of 4 -P's of marketing, factors which form obstacles to uniformity in International Business operations. Support your answer with examples.
- 6] What is the difference between Sales Approach and Entry Strategy Approach ?
- 7] Explain with examples the concept and emergence of Tariff and Non Tariff Barriers in International Trade.
- 8] What are the major decision a firm needs to take in evaluating options for International Business ?
