

PROGRAM(Semester): PGDBM(IV)/PGDITM (III)/ PGDSCM(III)/ ADITM (III)/ ADSCM (III)

**Subject: International Business**

**Date: 05-06-09**  
**(11.00 am to 2.00pm)**

**Marks: 100**  
**Time : 3 hrs**

**Instructions:**

1. Answer any five questions
2. Each question carries 20 marks

1. Discuss the various dimensions of international business. How is it important in the world economy?
  2. What is Corporate Life Cycle Theory? Explain its various stages with Indian examples.
  3. What is planning evolution? How does nationality of an MNE affect its planning?
  4. What are the four types of strategic alliances? Why a particular strategy is chosen?
  5. Write short notes on :-
    - a) Control of Joint Ventures
    - b) Performance Budget
  6. Distinguish between:-
    - a) Labour intensity and labour productivity
    - b) Capital Intensity & Productivity of Capital
  7. Explain the following concepts:-
    - a) Just -in-time Production
    - b) Total Quality Management
  8. What is negotiation? What are the causes for re-negotiating contracts?
  9. Explain the progress made in SAARC so far and the scope for future economic cooperation.
  10. Discuss the implications of URUGUAY round proposals for international business
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