

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DBM/PGDBM/DITM/PGDITM

Academic year: 2013 – 2014
Subject: International Business

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 23.12.2013

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Discuss (Any 2 out of 4)

(Marks: 2X5=10)

- a) Joint venture
- b) Features of free trade
- c) Advantages and Limitations of mergers
- d) Objectives of Outsourcing

Q.2) Write short notes (Any 2 out of 5)

(Marks: 2X5=10)

- a) Barriers to International Trade
- b) Functions of WTO
- c) Niche Marketing
- d) Supply Chain Management
- e) Dumping

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the comparative advantage theory of International trade
- b) Explain the AIDAS theory of selling.
- c) What are the pricing strategies in International Business?
- d) Explain the role of information technology and internet in international marketing.
- e) Explain, in detail, the New Economic Policy of 1991.

Q.4) Answer the following questions:

(Marks 2X10=20)

- a) Explain the various factors that make up the international business environment.
- b) "Globalization has both positive as well as negative impact." Comment.