

SVKM's NMIMS
School of Distance Learning

Programme : DBM / PGDBM / DITM / PGDITM

Academic year: 2011 – 2012

Subject: International Business

Date: 05.01.2012

Semester: II

Course New

Marks 70

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

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. Figure in brackets indicates full marks

Q.1. Write briefly on any two of the following: (10 Marks)

- A. Types of Global Strategic Alliances
- B. M&A's in India
- C. What are turnkey projects
- D. Demographic Factor

Q.2 Write Short Notes on any 2 of the following: (10 Marks)

- A. Direct Exports
- B. TRIPPS
- C. AoA (WTO)
- D. What do you mean by the following: TQM / ISO / TBT / ILO / MFN
- E. Social Environment

Attempt any 3 out of Questions 3 to 7 (30 Marks)

Q.3 Discuss National Competitive Advantage – Porter's Diamond theory, and how is it different from other theories.

Q.4. Review briefly the involvement of governments, both of socialist countries and capitalist economy system countries, in foreign trade, especially creation of trade barriers.

Q.5. Discuss the merits and demerits of the following strategies to enter international business:
(a) Licensing, (b) Strategic Alliance (c) Joint Ventures.

Q.6. Give a summarized overview on establishing a wholly owned subsidiary in another country.

Q.7. what is global market segmentation? What are the bases and variables for segmenting consumer markets?

Answer both Q.8. & 9 (each carrying 10 Marks) (20 Marks)

Q.8. Give indications of political instability with special reference to what is currently happening in India & North African countries and its impact on global trade and economies

Q.9. Examine the present state of Indian Joint Ventures abroad.