

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

**Academic Year:** 2012–2013

**Subject:** International Business

**Date:** 16.07.2012

**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.

**N.B.**

1. Figures in brackets indicate full marks.
2. All sub-questions carry equal marks.
3. Please state relevant industry examples wherever applicable.
4. Use of block diagrams, flow charts is encouraged and appreciated.

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

- a) Transnational Organization.
- b) Demographic factors in International Business.
- c) Distinguish between Mergers and Acquisitions.

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

- a) Pricing Strategies in International Business.
- b) Essence of Multi Nationality.
- c) The complexity and diversity of International business environment.
- d) Controlling Joint Ventures.
- e) Comment on franchising as a choice of entry strategy. In which industry is it most popular?

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

- a) State the different types of transfer pricing mechanisms along with their 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 risks and their impact on International Business.
- 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 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.