

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

Programme: DBM/PGDBM/DITM/PGDITM

Academic year: 2014 – 2015  
Subject: International Business

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

Date: 23.06.2014

**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. In all 9 questions to be attempted.
2. Figures in brackets indicate full marks.
3. All sub-questions carry equal marks.

**Q1] Answer any 2 out of the following (10marks)**

- a) Demographic factors in International Business.
- b) Discuss the role of Govt. in fostering growth of International Business.
- c) State the controllable and uncontrollable factors for a multinational enterprise.
- d) Differentiate between Make or Buy decision in International Business

**Q2] Write Short Notes on any 2 out of the following: (10 marks)**

- a) Transnational Organisation
- b) Pricing Strategies and options in International Business.
- c) Role and importance of strategic alliances in International Business.
- d) The complexity and challenges of International business environment.

**Q3] Attempt any 3 out of the following questions: (30 marks)**

- a) Critically examine the concept of comparative cost advantage. State the advantages and disadvantages of this concept.
- b) Comment on the evolution of International Business Organization Structures.
- c) What do you understand by International Market Segmentation.
- d) Comment on licensing as a choice of entry strategy for international markets. In which industry is it most applicable.
- e) State your understanding of tariff and non tariff barriers affecting international business.

**Q4] Answer any 2 out of the following (20 marks)**

- a) Enumerate the reasons for failure of an equity J.V. in International Business.
- b) In what circumstances do firms prefer Product Standardization and Product Adaptation.
- c) The political environment of a country can either make or mar International business. Justify this statement with your comments, using trade / industry / company examples.