

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

Programme: DBM/PGDBM/DITM/PGDITM

Examination: June 2015  
Subject: International Business

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

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**Instructions:**

1. Answer to each question to be started on a fresh page.
  2. Figures in brackets indicate full marks.
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**N.B.**

- a) In all 9 questions to be attempted.
- b) Figures in brackets indicate full marks. All sub-questions carry equal marks.
- c) Please state relevant industry examples wherever applicable.
- d) Use of block diagrams, flow charts is encouraged and appreciated.

**Q1] Answer briefly any 2 out of 4 the following (Marks: 2x5 = 10)**

- a) State the limitations of David Ricardo theory.
- b) What are the Macro and Micro level factors affecting a firm's foray in International Business
- c) Differentiate between Product Standardization V/s Adaptation.
- d) Explain what do you understand by location strategy of a Global corporation

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

- a) EPRG
- b) Behavioural and Psychographic Segmentation
- c) Indicators of political instability.
- d) Export Documentation.
- e) Anti Dumping duties.

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

- a) Describe in detail the major classification and categories of qualitative and quantitative trade barriers. State what effects do they have on trade.
- b) State and explain the different entry strategy options available to firms for entering new country markets.
- c) What are the cultural challenges firms face in International business. How can these be overcome ?
- d) State the advantages, disadvantages and limitations of strategic alliances.
- e) How do firms assess and manage political risks in International Business.

**Q4] Attempt both the questions (Marks: 2x10 = 20)**

- a) State your understanding of free trade pacts and agreements.
- b) What is meant by being Multi-National or Multi-Lateral. State the difference between the two, what role do they play and how do they affect international business.