

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

Programme: DBM/PGDBM/DITM/PGDITM

Examination: December 2015
Subject: International Business

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

Instructions:

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

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2. Please state relevant industry examples wherever applicable.
3. Use of block diagrams, flow charts is encouraged and appreciated.

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

- 1) Describe Porters Diamond Theory. How does it lead to National Competitive Advantage for a country.
- 2) Explain the limitations of Globalisation.
- 3) Differentiate between Mergers and Acquisition.
- 4) Explain what do you understand by Regional Trade Blocks.

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

- 1) Dispute settlement at WTO.
- 2) Expropriation.
- 3) Role of technological environment in International Business.
- 4) Make or Buy decision.
- 5) Licensing.

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

- 1) Explain the various pricing strategy options in International business.
- 2) What are the orientation options available to firms who wish to expand business beyond borders.
- 3) State the advantages and disadvantages of joint ventures. How can joint ventures be controlled ?
- 4) What do you understand by qualitative and quantitative trade barriers. State examples for each.
- 5) How can a country leverage benefits from the principle of comparative advantage theory.

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

- 1) Enumerate the basis for segmenting markets in International business. State the advantages and limitations for each approach / segmentation variable.
- 2) How do companies decide on a choice between Standardization and Adaptation. What role does culture play in this decision.