

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

Programme: DBM/PGDBM/DITM/PGDITM

Examination: June 2016
Subject: International Business

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

Date: 19.06.2016

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Explain the benefits of International business with respect to Employment & Standard of living.
- b) Explain the concept of EPRG.
- c) What do you understand by Globalization of Markets explain the concept with one example?
- d) What is Globalization of Investment explain with one example?

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Explain Trade Based on Absolute Advantage by Adam Smith
- b) Explain David Ricardo's theory on Comparative Advantage
- c) What do you understand by Strategic Alliances and what are its advantages?
- d) Why do you think Cultural attitude is very crucial for International business?
- e) Explain what is Economic Environment and why is it crucial for International business?

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the different pricing strategies in International Business.
- b) What are the indicators of political Instability?
- c) What is host country Management explain with an example
- d) Explain the reasons for Protection in relation to International business
- e) What are the major three barriers you will find in International trade, and explain each.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) What are Licensing Strategies in International Business, discuss advantages and disadvantages of Licensing Strategies.
- b) What is the difference between Export Marketing and International Marketing, explain with one example.