

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

Programme: DBM/PGDBM/DITM/PGDITM

Examination: December 2016
Subject: International Business

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

Date: 18.12.2016

Instructions:

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

Q.1) Attempt any 2 out of 4 **(Marks: 2X5=10)**

- a) What are major difficulties in International business explain each briefly?
- b) What are the major advantages of International business?
- c) What do you mean by globalization?
- d) What do you mean by globalization of markets?

Q.2) Write Short Notes on any 2 out of 5 **(Marks: 2X5=10)**

- a) Globalization of Production
- b) Globalization of Investment
- c) Explain Mercantilists view on trade
- d) Explain product life-cycle Theory
- e) Explain the relevance of cultural attitude in International business. Support your answer with an example

Q.3) Attempt any 3 out of 5 **(Marks: 3X10=30)**

- a) Explain Adam Smith's theory – Trade based on absolute advantage. Explain with an example.
- b) Why socio-cultural environment is important while formulating business strategies in IB.
- c) Explain political risk in International business, with an example.
- d) Explain three indicators of political instability, you can give one example for each.
- e) What are the benefits of "Free Trade" in International business.

Q.4) Attempt both the questions **(Marks: 2X10=20)**

- a) Managing Political Risk – how it is managed.
- b) What do you mean by "Protectionism" in International business explain with appropriate example.
