MP-111/MP-404(Old)

June - Examination 2026

Master of Business Administration (Ist Year) Examination

Global Business Management

Paper : MP-111/MP-404 (Old)

[*Time: **3** Hours*] [*Maximum Marks: **80***]

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

Section-A **8×2=16**

(Very Short Answer Type Questions)

Note :- Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries **2** marks.

1. (i) State any two features of the Business Environment.
   (ii) What is the International Business Environment?
   (iii) Define a Multinational Corporation (MNC).
   (iv) Why is understanding Negotiating Styles important in International Business?
   (v) State the basic principles of SAPTA.
   (vi) Define Foreign Exchange Rate.
   (vii) What is the full form of SDR?
   (viii) Define Exports and Imports.

Section-B **4×8=32**

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **8** marks.

2. Discuss the Four Major Orientations adopted by firms in International Business and explain their significance in Global Operations.
3. Explain the importance of Studying the International Business Environment and discuss its relevance for managers operating in global markets.
4. Examine the various reasons that motivate companies to enter International Markets and expand their business globally.
5. Discuss the role of Multinational Corporations (MNCs) in the global economy and trace their evolution over time.
6. Explain how the modern technology can enhance the effectiveness of International Business Negotiations. Illustrate your answer with suitable examples.
7. Discuss the different forms of Economic Integration and explain their significance in promoting international trade and economic cooperation.
8. Analyze the factors that make certain industries more global in nature than others and discuss their implications for international business strategy.
9. Explain the concept of Joint Ventures and discuss the reasons why firms often prefer this mode of entry while expanding into foreign markets.

Section-C 2×16=32

(Long Answer Type Questions)

Note :- Answer **any two** questions. You have to delimit your each answer maximum up to **500** words. Each question carries **16** marks.

10. Critically examine the factors that may restrain or discourage a company from entering international markets. Discuss the economic, political, legal, cultural, and operational barriers that influence international business expansion.

11. Explain the concept, objectives, and characteristics of Multinational Corporations (MNCs). Discuss the major factors responsible for the growth and expansion of MNCs in the contemporary global business environment.

12. Discuss the various collaborative strategies adopted by business organizations for international growth and competitiveness. Support your answer with suitable examples from Indian industries and business enterprises.

13. Explain the objectives, functions, and role of the International Finance Corporation (IFC) in promoting global economic development. Critically evaluate its performance and contribution to private sector development in developing countries.
