

MP - 404 (Old) / MP - 111

December - Examination 2015

MBA I year Examination

Global Business Management

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

Time : 3 Hours]

[Max. Marks :- 80

Note: The Question paper is divided into three sections A, B and C. Write as per the given instructions.

Section - A

8 x 2 = 16

(Very Short Answer Questions)

Note: Answer all eight questions. As per the nature of questions you delimit your answer up to 30 words. Each question carries equal marks.

- 1) (i) What do you mean by MNCs?
- (ii) What is International Business?
- (iii) What are the functions of World Bank?
- (iv) What is the meaning of trade protection policy?
- (v) What do you mean by depreciation in foreign exchange rate?

- (vi) Why International Development Association (IDA) is known as 'Soft Loan Window' of the World Bank?
- (vii) How would you define International Marketing?
- (viii) Why trade blocks were established? Give two reasons.

Section - B

4 x 8 = 32

(Short Answer Questions)

Note: Answer any four questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Advance arguments in favour of the policy of trade protection.
- 3) Distinguish between Spot and Forward Exchange Rate.
- 4) Explain the demerits of Regional Trade Blocks?
- 5) Throw light on Global Strategic Management?
- 6) What are the main changing dimensions of International Business Environment?
- 7) What are the purposes of establishing the World Bank?
- 8) Examine the Branding problems in International Marketing.
- 9) What are the demerits of MNCS?

Section - C

2 x 16 = 32

(Long Answer Questions)

Note: Answer any two questions. Each answer should not be exceed 500 words. Each question carries 16 marks.

- 10) International Monetary Fund has lost its relevance in the present day context. Elucidate this statement.
- 11) "Floating Exchange Rate System is widely prevailing in the world." Why?
- 12) What do you understand by the Free Trade Policy? What arguments may be advanced in favour of Free Trade Policy?
- 13) Write critical note on the following:
 - (i) International Business Negotiation Process
 - (ii) Commercial Documents required for exports.
