

MP-111/MP-404 (Old)
December – Examination 2021
Master of Business Administration
(I Year) Examination
Global Business Management
Paper : MP-111/MP-404 (Old)

Time : 1½ Hours]

[Maximum Marks : 80

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 4 marks.

1. (i) What do you mean by Ethnocentrism ?
- (ii) What do you mean by Per Capita Income ?
- (iii) Write any *two* International Strategies for operating in and competing in a Global Market.
- (iv) What do you mean by Matrix Organisation Structure ?
- (v) What do you mean by Negotiation Process ?
- (vi) What do you mean by Tariffs ?
- (vii) What do you mean by Free Trade Area ?
- (viii) What is Franchising ?

Section–B **4×16=64**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 16 marks.

2. Explain the reasons for growth of International Business.

3. What is the significance of studying the International Business Environment for a Manager of a business that wants to expand internationally ?
4. Why do companies need to enter the global market place ? Discuss.
5. Explain the concept and objective of ‘Multinational Corporations’. What are the reasons or causes contributed for the growth of MNCs ? Elucidate.
6. Explain the need for formulating International Trade Policy.
7. Explain some of the collaborative strategies taking examples from Indian Industry.
8. Explain the concept of capital account convertibility. Also discuss the implications of full convertibility of Indian rupee.
9. What are the principal differences between marketing domestically and internationally or globally ? Explain.