

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. What is the significance of studying the International Business Environment for a manager of a business that wants to expand internationally?
11. “Negotiations in International Business are complex and need to be skilfully conducted.” Discuss.
12. Explain the concept of Economic Integration. What is the impact of Economic Integration on World Trade ?
13. What do you understand by the term International Equity ? Discuss the concept of ADR/GDR.

MP-111/MP-404 (Old)

December – Examination 2022

**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.

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) What do you mean by Cross-Cultural Management ?
- (ii) What is Regiocentrism ?
- (iii) What do you mean by Per Capita Income ?
- (iv) What is Geographical Environment ?
- (v) What do you mean by Direct Investing ?
- (vi) What is Technology Transfer ?
- (vii) What do you mean by Negotiation Support System ?
- (viii) What is Import Quota ?

Section-B

4×8=32

(Short Answer Type Questions)

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

2. What is the International Business Environment ?
What does it consist of ? Explain.

3. “Multinational Corporations are the owner of intellectual and physical properties.” Discuss it, by giving the element concerning with these corporations.
4. What are the various instruments of International Trade Policy ? Explain.
5. Define the term ‘International Relations’. How does it affect international business ? Explain.
6. Discuss the dimensions of global strategic management.
7. What are the main purposes of IMF ? To what extent, in your opinion, have these purposes been fulfilled today ?
8. What is Joint Venture ? Why do firms prefer joint venture to go global ?
9. Briefly explain the important stages in procedure of export trade.