

11. Give a detailed note on International Financial Institutions.
12. What do you mean by Trade Blocks. Explain a few in detail.
13. What do you mean by international marketing ? Explain its key benefits and challenges. Explain *five* ways to enter international markets.

## **MP-111/MP-404(Old)**

**December – Examination 2023**

### **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 is internationalization of Business ?
- (ii) Explain important role of MNC's.
- (iii) Explain any *one* mode of entering International Market.
- (iv) What is Dumping ?
- (v) What do you mean by a geocentric company ?
- (vi) What are the *five* trading blocks ? Name them.
- (vii) What do you mean by Special Drawing Rights ?
- (viii) What do you mean by Free Trade Zone ?

**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. Why should companies go international ? Give reasons.
3. What are the *four* global strategies ? Explain.

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**TC-558**

4. What are components of International Business Environment ?
5. What are the main objectives of International Trading Policy ?
6. Explain in detail about ASEAN.
7. What do you mean by International Marketing ? Name types of International marketing with a brief introduction.
8. Discuss the basic principles of IMF.
9. How can negotiation be helpful in Global Business ? Explain.

**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. Discuss the various modes of entering International Market.

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