

MP-404(Old)/MP-111

December - Examination 2025

Master of Business Administration (I Year) Examination

GLOBAL BUSINESS MANAGEMENT

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

[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 Going Global?
- (ii) Explain SAPTA?
- (iii) What do you mean by International Marketing Strategies?
- (iv) What do you mean by Globalization?
- (v) What do you mean by SDRs?
- (vi) Describe International Finance Management.
- (vii) What do you mean by Import Substitution?
- (viii) What do you mean by Export Promotion?

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. Explain the impact of Economic Integration on world trade.
3. What is the International Business Environment? Explain its components.
4. What is IMF? Does IMF losing its relevance? Discuss.
5. What is Regional Integration? Write about G12 and BRICS.

6. Explain the following -
 - (a) Tariffs
 - (b) Subsidies
 - (c) Quotas
7. What do you mean by International Strategies? Explain International Strategies for operating in a Global Market.
8. Explain the role of Ethics in Global Business.
9. What are the principal differences between marketing domestically and internationally or globally?

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 do you mean by International Business? Describe various reasons for growth of International Business.
 11. ‘Negotiations in International Business are complex and need to be skilfully conducted’? Discuss.
 12. What do you mean by Multinational Corporation? Explain the organisational structure of MNCs.
 13. What do you understand by the term International Equity? Discuss the concept of ADR and GDR.
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