

174

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

**December – Examination 2020**

**Master of Business Administration  
(Ist Year) Examination**

**Global Business Management**

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

*Time : 2 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**

**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 upto **30** words. Each question carries 2 marks.

1. (i) What do you mean by Geocentrism ?

- (ii) Explain the meaning of Exchange Rate by giving an example.
- (iii) How would you explain Greenfield ventures ?
- (iv) What is e-Negotiation ?
- (v) Define Dumping.
- (vi) What is Sustainable Competitive Advantage ?
- (vii) What is the alternative name of the World Bank ?
- (viii) Mention the formula of profitability index.

**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. Define technological environment of international business. Explain why is information technology a source of competitiveness.
- 4. Explain the meaning and objectives of MNCs.

- 5. What are the objectives and functions of SAARC (South Asian Association of Regional Co-operation) ? Explain.
- 6. Explain the importance of international marketing.
- 7. Explain the different pricing methods/strategies with suitable example.
- 8. Throw light on the mission, objectives and functions of International Finance Corporation (IFC).
- 9. What are the principal means of international payments ? Explain.