

11. What are the various types of business decisions that managers entering or operating in the International Market must take ?
12. “The European Union is the largest regional trade group.” Discuss the formation, organization structure and purpose of the EU.
13. Explain the concept of capital account convertibility. Also discuss the implications of full convertibility of Indian Rupee.

MP–111/MP–404 (Old)

June – 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 do you mean by Foreign Exchange ?
- (ii) What do you mean by Ethnocentrism ?
- (iii) What do you mean by Technological Environment ?
- (iv) What is Franchising ?
- (v) What do you mean by Balance of Payments ?
- (vi) What do you mean by Negotiation ?
- (vii) What is Merchandise Trade ?
- (viii) What do you mean Free Trade Area ?

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 engage in International Business ? Explain.
3. Discuss the International Strategies for operating in and competing in a Global Market.
4. What do you mean by Multinational Corporation ? Explain the organisational Structure of MNCs.

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5. What is the importance of understanding negotiating styles for the International Business Manager ? Explain.
6. Explain the need for formulating international trade policy.
7. Explain some of the collaborative strategies taking examples from Indian Industry.
8. Discuss the concept and significance of SDR's for developing nations like India.
9. What different product development strategies are used by International Firms ?

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. "Social and Cultural factors may be more perplexing than economic, factors for International Managers." Discuss this statement giving examples.

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