

10. What is the significance of studying the International Business Environment for a manager of a business that wants to expand internationally ?
11. Explain the concept and objective of 'Multinational Corporations'. What are the reasons or causes contributed for the growth of MNCs ? Elucidate.
12. Explain the concept of Economic Integration. What is the impact of Economic Integration on World Trade ?
13. What are the main purposes of IMF ? To what extent, in your opinion, have these purposes been fulfilled today ?

MP-111/MP-404(Old)

June – Examination 2024

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) Why should Companies Engage in International Business ?
- (ii) What is Per Capita Income ?
- (iii) What is FDI ?
- (iv) What is Technology Transfer ?
- (v) What do you mean by Managing Negotiations ?
- (vi) What is Merchandise Trade ?
- (vii) What do you mean by International Finance ?
- (viii) What do you mean by Import and Export Procedure ?

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 meaning, significance and characteristics of international business.
3. “Negotiations in International Business are complex and need to be skilfully conducted.” Discuss.

4. Define the term ‘International Relations.’ How does it affect international business ?
5. Discuss the process of global strategic management.
6. What do you understand by the term international equity ? Discuss the concept of ADR and GDR.
7. What is Joint Venture ? Why do firms prefer joint venture to go global ? Explain.
8. Write an essay on various measures taken for export promotion.
9. What factors have led to the growth of “Internationalism” since World War II ? Discuss which, you think, are the most important and why ?

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.