

MP-404 (Old) / MP-111

June - Examination 2016

Master of Business Administration - II Year Examination**Global Business Management****Paper - MP-404 (Old) / MP-111****Time : 3 Hours]****[Max. Marks :- 80**

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A**8 × 2 = 16**

(Very Short Answer Questions)

Note: Answer **all eight** questions. As per the nature of the questions you delimit your answer in one sentence upto 30 words. Each question carries equal marks.

- 1) (i) Mention two demerits of MNCs.
- (ii) What is the meaning of Special Drawing Rights (SDRs)?
- (iii) Explain the meaning of Forward Exchange Rate.
- (iv) What is the full form of 'UNCTAD'?
- (v) What is the meaning of 'Free Trade Policy'?
- (vi) What constitutes the 'International Liquidity'?
- (vii) Explain any two features of International Business Environment.
- (viii) How would you define International Marketing?

Section - B $4 \times 8 = 32$

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Why a firm should go global? Give arguments.
- 3) Advance arguments in support of MNCs.
- 4) Explain the preshipment procedure of exporting goods.
- 5) Write a note on International Business.
- 6) Explain why the International Monetary Fund was established.
- 7) Why one should favour the fixed exchange rates? Explain.
- 8) Why tariff barrier is better than the non-tariff barriers? Explain.
- 9) What are the environmental constraints in International Business? Explain them.

Section - C $2 \times 16 = 32$

(Long Answer Questions)

Note: Answer **any two** questions. Each answer should not exceed 500 words. Each question carries 16 marks.

- 10) Examine the 10-P model of global strategic management.
- 11) Discuss the various modes of entering into international markets.
- 12) Discuss the functions and progress of World Bank
- 13) Examine the rationale of Multi-national corporations (MNCs) of their increasing presence.