

MP-111/MP-404 (Old)

June – Examination 2022

Master of Business Administration (Ist Year) Examination

Global Business Management

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

Time : 1½ 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

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 4 marks.

MP-111/MP-404 (Old)/3 (1)

T-558 *Turn Over*

1. (i) What do you mean by International Marketing Decisions ?
- (ii) What is Foreign Exchange ?
- (iii) Write any *two* reasons for companies going global.
- (iv) What is Decentralized Business Unit Structure ?
- (v) What do you mean by Merchandise Trade ?
- (vi) What do you mean by Free Trade Area ?
- (vii) What do you mean by Joint Ventures ?
- (viii) What do you mean by Foreign Exchange Rate ?

Section-B

4×16=64

(Short Answer Type Questions)

Note :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 16 marks.

2. Explain the meaning, significance and characteristics of international business.
3. "Social and Cultural factors may be more perplexing than economic factors for international managers." Discuss this statement giving examples.

4. Do certain factors restrain a company from entering the international business arena ? What are these forces ?
5. "Multinational Corporations are the owner of intellectual and physical properties." Discuss it, by giving the element concerning with these corporations.
6. What is the importance of understanding negotiating styles for the International Business Manager ? Explain.
7. What are the various instruments of international trade policy ? Explain the need of formulating international trade policy.
8. What are the various regional trading groups in Asia and how successful have they been in improving trade in the region ? Explain.
9. What different product development strategies are used by international firms ? Explain.