

Code No. 12045

FACULTY OF MANAGEMENT

M.B.A. II – Semester (CBCS) Examination, November 2020

Subject: International Business

**Paper – MBA – 204 – 3
Open Elective – III**

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 State the need for International Business
- 2 What are the levels of Economic Integration?
- 3 How to select Strategic Alliance Partner?
- 4 State the challenges in E-Business
- 5 State features of Global Organization.

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

- 6 Explain various approaches to International Business Ventures.
7. Discuss the essential elements in International Trade Theories.
8. Describe different tariff and non-tariff barriers in Global Business.
9. Examine the role of WTO in facilitating International Business Operations.
10. Discuss the salient features of various global market entry strategies.
11. Explain the merits and demerits in the process of strategic alliances.
12. Describe the framework for E-Business Operations.
13. Examine the pros and cons of global E-Marketing System.
14. Discuss the significance and applicability of Global Strategic Planning.
15. Explain the problems in managing human resources in global context.
