



IV Semester M.B.A. Degree Examination, July 2016

(CBCS)

MANAGEMENT

4.1 : International Business Dynamics

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions. **Each** question carries **five** marks : (5×5=25)

1. What is meant by international business ? How is it different from domestic business ?
2. What are Conflicts ? How are they resolved in International business ?
3. Why do international businesses fail ? Discuss with an example of your choice.
4. How does the WTO facilitate international business ?
5. What is meant by Intellectual Property Rights ? Discuss briefly.
6. Is it necessary for an international business to follow a code of conduct ?
7. What is meant by e-business ? What are the issues to be taken care of when an e-business is international ?

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks : (3×10=30)

8. What is the importance of strategic alliances in international business ? Discuss using suitable examples.
9. Discuss the theories of international trade and investment.

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- 10. Write in detail the documentation required for exporting from India and importing to India.
- 11. What is FDI ? Explain the current situation of FDI in India. Discuss whether India requires more FDI and why.

SECTION – C

Compulsory Case Study.

(1×15=15)

- 12. You are a manufacturer of herbal skin care and hair care products based in Bangalore. You intend to sell these products all over the European Union. Given the policies of the EU and considering the cultural aspects discuss in detail the procedure and customisation you would require to do.