



**PG-615**

IV Semester MBA (DAY) (CBCS) Examination, July - 2019

**MANAGEMENT**

**11756**

**Paper - 4.1 : International Business Dynamics**

Time : 3 Hours

Max. Marks : 70

**SECTION - A**

Answer **any five** questions from the following. Each question carries **five** marks. **5x5=25**

1. Define and explain briefly the meaning of international business.
2. What are the drivers of international business ?
3. Explain the meaning and importance of international strategic alliances.
4. What is meant by technology transfer ? Discuss the underlying issues regarding this.
5. What is meant by international financial management ? Why does an international business require this function ?
6. What are the issues to be tackled by a manager in international marketing management ?
7. Discuss the role of WTO in international trade.

**SECTION - B**

Answer **any three** questions. Each question carries **ten** marks. **3x10=30**

8. Discuss the international environment an international business has to face in its operations.
9. International HRM is different from HRM in domestic business, explain how.
10. What is FDI ? Why is FDI important for India ?
11. Discuss the country specific and firm specific theories of international trade.

**SECTION - C****Compulsory Case Study****1x15=15**

12. Blue Wire is a Company that sells precious stones in India. Having operations, all over the country, it intends to go overseas and export its products to some foreign countries. It has identified that there is a market for its products in all the countries of the European Union. You have been appointed as the new business development manager of this Company. Decide on the marketing strategy, the logistics and the export documentation required for export.

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