

G 4515

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2007.

Third Semester

BA 1701 — INTERNATIONAL BUSINESS MANAGEMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define International trade.
2. What are the features of forex market?
3. What is WTO?
4. Name few regional trade blocks.
5. What is expropriation?
6. List some variables which affect strategic business planning.
7. What is transfer pricing?
8. What do you mean by FDI?
9. List some factors causing conflict in international business.
10. What is GATS?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the various forms of international business.

Or

- (b) What is exchange rate? What are its determinants?

12. (a) What is culture? What are its elements? How does culture influence international businesses?

Or

(b) Give the meaning of economic environment. Bring out the interface between the economic environment and international business?

13. (a) What is strategic planning? Explain the steps in strategic planning process.

Or

(b) Discuss the strategic considerations for international business.

14. (a) Why are multinational corporations criticized? List out the reasons.

Or

(b) Describe the various financial performance indicators for evaluating an organisation.

15. (a) What is conflict? What are the levels of conflict?

Or

(b) Discuss the role of negotiation in conflict management.

Time

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