

Reg. No. :

Z 4517

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2008.

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. What does the term trade signify?
2. What is Comparative cost theory?
3. What is Globalisation?
4. What are the demerits of MNC?
5. What is global competitiveness?
6. What is FDI?
7. What is conflict in trade?
8. What is WTO?
9. What is Regional trade block?
10. What do you mean by Export promotion?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the important forms of international business.
Or
(b) What are the export documents used in export?

12. (a) Explain political environment in the study of international business.

Or

(b) Why economic environment is considered important in export of products?

13. (a) What do you understand by the term strategic considerations in international business? Explain.

Or

(b) What are the advantages in strategic planning? Discuss.

14. (a) How are MNEs controlled? Describe.

Or

(b) Discuss evaluation of MNEs performance.

15. (a) Describe the causes of conflict in international business.

Or

(b) What is the role of international agencies, viz., IMF, IBRD, ADB and UNCTAD in conflict resolution of member countries?