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**Question Paper Code : 85516**

M.B.A. DEGREE EXAMINATION, FEBRUARY 2012.

Third Semester

DBA 1702 — INTERNATIONAL BUSINESS MANAGEMENT

(Regulation 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is spot rate?
2. What is licensing agreement?
3. What is cultural diffusion?
4. What are soft budgets?
5. What is production switching?
6. What is OTC market?
7. Who are Third Country Nationals?
8. What are SDRs?
9. What are strategic alliances?
10. What is Transaction exposure?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the forms of International business.

Or

- (b) How does the Foreign Exchange market works?

12. (a) Explain the impact of political environment on International business.

Or

(b) Discuss the factors favoring globalization of Indian business.

13. (a) Discuss the various organizational structures of MNCs.

Or

(b) What are the features of an effective control mechanism in international business? Explain the techniques of control.

14. (a) Explain the position of MNCs and government in the uneven global enforcement of IPRs.

Or

(b) Explain the factors causing conflicts in international business.

15. (a) Discuss the theory of Factor proportion theory.

Or

(b) Explain the different levels of regional economic integration.