

Seat No. : _____

MT-136

March-2019

5th Year MBA Integrated, Sem.-X

International Business

Time : 2:30 Hours]

[Max. Marks : 70

Note : Be neat and legible and write all the five questions.

1. What is Exporter's Costs ? Discuss the types of Costs in Export Marketing. 14
2. Explain the arguments in favour and against of free trade and protection. 14
3. Explain and differentiate Comparative Cost Advantage Theory with Absolute Cost Advantage Theory of International Trade. 14
4. Write short notes on any **two** : 14
 - (1) Terms of Trade
 - (2) Exchange Rate Purchasing Power Parity Theory
 - (3) Difference between balance on of payment on Current Account and Capital Account.
5. Explain the following : (any **two**) 14
 - (1) The pricing objective in the international business.
 - (2) Extent of social orientation and the factors affecting social orientation.
 - (3) The indirect exporting under the International Channel System.