

Seat No. : \_\_\_\_\_

**AA-116**

April-2023

**Int. MBA, Sem.-X**

**International Business**

**Time : 2:30 Hours]**

**[Max. Marks : 70**

1. Differentiate between the concept of International trade and International Marketing. Also explain the International stages with respect to the following statement – “A firm typically passes through different stages in the transition from local firm to a transnational company”. **14**
  
2. (a) Differentiate between Internal and International Trade. **4**  
(b) Critically explain the Hecksher-Ohlin Theory of International Trade. **10**
  
3. Answer any **two** :
  - (1) “The Balance of Payment should always Balance”. Explain with the help of the components of Balance of Payment. **7**
  - (2) Discuss in detail the factors on which Terms of Trade depends. **7**
  - (3) Explain the Purchasing Power Parity Theory of determination of Exchange Rate. **7**
  
4. Briefly Explain any **two** of the following :
  - (1) EU and SAARC **7**
  - (2) Non-Tariff Barriers **7**
  - (3) Free Trade and Protection **7**
  
5. What is Exporter’s Cost ? Write and explain the various types of costs in Export Marketing with the help of a diagram. **14**

**OR**

Define International Pricing. Explain the main International Pricing Objectives. Also write the steps in determination of the Pricing. **14**