

MBA Sem.-1 (IBFT) Examination

IBFT-107

IIB

Time : 2-30 Hours]

February-2025

[Max. Marks : 70

Instructions:

- Question no 1 to 5 carry 14 marks each.
- Question no. 1 is compulsory.
- In question 5, each of the question is of 2 marks each.
- Question 1
 - a) Explain the key advantages of international business for companies.
 - b) How does globalization contribute to the growth and importance of international business?

Question 2

- a) What are the primary objectives of trade strategies and how do they influence a country's economic growth?
OR
How do trade block affect global trade patterns and competitive advantage of member nation's?
- b) What is economic integration, and what are its benefits? Explain with examples from the European Union to illustrate its impact.

Question 3

- a) Differentiate between Absolute Cost Advantage and Relative factor Endowment Theory, and how does it influence international trade patterns?
OR
- a) Differentiate between direct and indirect exporting. What is the role of marketing middlemen in indirect channel system and how do they facilitate international trade?

Question 4

- a) Explain the important factors affecting international pricing.
- b) What is foreign exchange rate system? Explain the different types of exchange rate system.
OR
- a) What are the different pricing methods used by businesses? Discuss their advantages and disadvantage with suitable example.
- b) What is Balance of Payment (BOP)? Explain its main component including current account, capital account.

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Question 5-Explain the following in brief: (Attempt any 7 out of 12)

- I. What are the pull factors of internationalization?
- II. Write a note on Stages of internationalization.
- III. What is Piggyback marketing?
- IV. Define polycentrism.
- V. What is ethnocentric orientation?
- VI. Write a note on competitive advantage of nations?
- VII. What is trade block?
- VIII. What is inward- oriented strategy?
- IX. What is balance of Trade?
- X. What are the methods of correction of disequilibrium of BOP
- XI. What is devaluation of currency.
- XII. What are the types of costs in export marketing?

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