

Seat No. : _____

AI-108

April-2025

Int. MBA., Sem.-X

International Business

Time : 2:30 Hours]

[Max. Marks : 70

1. Explain the factors that act as a driving force towards International Business. Also briefly explain the international stages that evolve from local firm to transnational companies. 14

2. Explain in detail the tariff barriers. Also explain NAFTA as a regional trade block. 14

OR

2. Discuss the arguments in favour of Protection. Also discuss the non-tariff barriers in detail. 14

3. Discuss the need for a separate theory of international trade. Critically examine the Adam Smith theory of international trade. 14

4. Explain BOP on Current Account and Capital Account in detail. 14

OR

4. Discuss the various terms of trade and the factors affecting the terms of trade. 14

5. Explain any **two** of the following : 14

- (1) Types of Costs in Export Marketing
- (2) Factors influencing Channel Selection
- (3) Marketing middlemen