

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

**AA-120**

**April-2016**

**5<sup>th</sup> Year, MBA, Integrated**

**International Business**

**Time : 3 Hours]**

**[Max. Marks : 100**

**Instruction :** Be neat and legible.

1. (a) What is pull and push factor ? Discuss the important reasons for the firms to go international. **12**  
(b) Briefly explain the different international orientations. **8**
2. Explain any **four** : **20**
  - (1) European Union
  - (2) SAARC
  - (3) CECA and CEPA
  - (4) NAFTA
  - (5) Forms of Integration
3. (a) Explain the Ricardian Comparative Cost Advantage Theory in detail. **10**  
(b) "In Global World the difference between internal trade and international trade is reducing"-discuss. Explain the concept of Terms of Trade. **10**
4. (a) Explain the types of disequilibrium in the Balance of Payment and state the methods to correct it. **10**  
(b) Explain the PPP Theory and BOP Theory of exchange rate determination. **10**
5. Answer any **two** : **20**
  - (1) Write and explain different methods or approaches followed in export pricing.
  - (2) Discuss the influence of business environment on channel system and explain the role of Marketing Middlemen in overseas market.
  - (3) Explain the important accepted responsibilities of Business to Society.

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