

Seat No. : _____

AN-111

April-2022

MBA, Sem.,-X

INTERNATIONAL BUSINESS

Time : 2 Hours]

[Max. Marks : 50

Section-I

(Attempt Any 3 Questions out of five.)

1. (A) "Firms need Global Orientation even to survive in the domestic market".
Explain the statement in the context of growing relevance of globalization. 7
(B) State the reasons for which the companies go international. Explain them in detail
with a suitable example. 7
2. (A) Briefly explain the Tariff barriers. 7
(B) Write short notes on : 7
(i) European Union
(ii) State trading in India
3. (A) Explain the Adam Smith's theory of International trade. 7
(B) Describe the Modern Theory of International trade. 7
4. (A) Explain the various types of disequilibrium in BOP. What type of disequilibrium
India is facing ? 7
(B) Explain the various concepts of Terms of Trade. 7
5. (A) Explain any two A's in the context of bottom of pyramid. Briefly explain the
different types of costs in export marketing. 7
(B) Explain the government factors that act as driving force in the process of
Internationalization. 7

Section-II

6. Attempt any 8 MCQ out of 10. Each MCQ carries 1 mark. 8
(1) A tariff :
(a) Increases the volume of trade.
(b) Reduces the volume of trade.
(c) Has no effect on volume of trade.
(d) Increases the volume of trade or has no effect on volume of trade.

- (2) Country X can produce one unit of tea and watch at 3 & 10 hours of labour respectively and country Y can produce one unit of tea and watch at 6 & 4 hours of labour respectively. This is example of :
- (a) Absolute Cost Advantage (b) Relative Cost Advantage
(c) Comparative Cost Advantage (d) Natural Cost Advantage
- (3) In which of the following categories are economic transactions of balance of trade recorded ?
- (a) Capital Account (b) Visible Trade
(c) Invisible Trade (d) All
- (4) “Nurse the baby, protect the child and free the adult” this statement explains the policy of :
- (a) Free trade (b) Diversification
(c) Protection (d) None
- (5) Tariff surcharge and countervailing duties are all forms of :
- (a) Direction tariff
(b) Tariff related to production, distribution and consumption
(c) Tariff related to time length
(d) Tariff related to purpose
- (6) The emergence of a borderless business world or a global market makes the term _____ Marketing more relevant today than International Marketing :
- (a) Global (b) Cross-border
(c) Off shore (d) Foreign
- (7) International Business may be defined as business activity or transaction that _____ the national border :
- (a) Crosses (b) Disperses
(c) Transcends (d) Blurs
- (8) Spin-offs of International Business may help the Cos. to improve its domestic business; international business helps to improve the _____ of the Co.
- (a) Performance (b) Image
(c) Condition (d) Financial status
- (9) The sale abroad of goods produced in India is international trade but from a truly _____ point of view, it can be regarded as international marketing, if it is sold to the ultimate buyer under the brand name of the exporter.
- (a) Rational (b) Global
(c) Managerial (d) Economist
- (10) The global Cos. adheres to the principles of focusing on its resources to create superior perceived value for customers, leveraging its skills & achieving _____.
- (a) Command over ubiquitous (b) Leverage in its resources
(c) Success in resource mobilization (d) Competitive advantage