

MAM
(SEM VI) THEORY EXAMINATION 2017-18
International Business (Regular/Carry Over)

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt *all* questions in brief. 2 x 10 = 20**
- a. What is Global Marketing ?
 - b. What is Dumping Policy ?
 - c. What is Trade Control ?
 - d. Define Term 'Import Quotas' ?
 - e. What is 'Free Trade' ?
 - f. What is Espatriate Management.
 - g. What is Recruitment & Selection.
 - h. What is IMF ?
 - i. What is Protectionism ?
 - j. What is Indirect Exporting ?

SECTION B

- 2. Attempt any *three* of the following: 10 x 3 = 30**
- a. What are the advantages of International Business ?
 - b. Explain the various modes of Entry in International Business ?
 - c. What is Trade Policy and Why government adopt them ?
 - d. Discuss the Foreign Exchange Determination System ?
 - e. Describe the objective and function of WTO ?

SECTION C

- 3. Attempt any *one* part of the following: 10 x 1 = 10**
- (a) Describe the Trends of Globalization ? Discuss the Benefits of Globalization ?
 - (b) What are the push and pull factors of the environment acting on the Global firm?
- 4. Attempt any *one* part of the following: 10 x 1 = 10**
- (a) Explain the comparative cost theory of International Trade ?
 - (b) Describe the types of Subsdies ? Explain the effects of Import Quota fixation ?
- 5. Attempt any *one* part of the following: 10 x 1 = 10**
- (a) Demonstrate the Basic Concept Relating to Foreign Exchange ?
 - (b) Discuss the Mint Party Theory of Rate of Exchange ?

- 6. Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Interpret the objectives & functions of SAARC ?
 - (b) Elaborate the objectives & functions of ASEAN ?
- 7. Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) What is Regional Economic Integration ? Explain the levels of Economic Integration ?
 - (b) What is Voluntary Export Restraints ? Explain the characteristics of Voluntary Export Restraints ?

uptunotes.com