

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER– III • EXAMINATION – SUMMER 2014

Subject Code: 2830006

Date: 27-05-2014

Subject Name: International Business (IB)

Time: 14:30 TO 17:30

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Explain the driving forces of Globalization. **07**
(b) Take an example of any two countries and explain how the cultural differences between the two countries affect the business relation between them? **07**
- Q.2** (a) Explain the different types of the political risks. **07**
(b) Explain: How U.S shut down has affected the world economy? State major driving forces for that. **07**
- OR**
- (b) What are the Non – Tariff Barriers? **07**
- Q.3** (a) Explain the term in brief: (1) GATT, (2) NAFTA, (3) CARICOM, (4) CSN, (5) ASEAN, (6) APEC, (7) OPEC **07**
(b) Explain in detail : Forward Market **07**
- OR**
- Q.3** (a) What the role of IMF is in today's scenario? **07**
(b) Who are Expatriates? Discuss key aspects of Expatriates' compensation **07**
- Q.4** (a) Explain the strategies with two suitable example of international firm: (1) Multi domestic Strategy and (2) Global Strategy **07**
(b) What are the external sources of information available to a firm for country evaluation and selection? **07**
- OR**
- Q.4** (a) Discuss the stages of export development. **07**
(b) What will be suitable structure for the firm that opts for transnational strategy along with its advantages and disadvantages? **07**
- Q.5** (a) What are the three approaches for segmentation? **07**
(b) Explain: How Information Technology has influenced Global Supply Chain Management? **07**
- OR**
- Q.5** (a) Explain Balance Scorecard with suitable example. **07**
(b) Discuss: Offshore Financing and Offshore Financial Centre **07**
