

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER– III• EXAMINATION – SUMMER • 2015

Subject Code: 2830006

Date: 27-05-2015

Subject Name: International Business (IB)

Time: 14:30 pm – 17:30 pm

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)** Discuss various forces driving globalization. **07**
(b) Explain different Trade barriers that directly affect prices to limit the trade. **07**
- Q.2 (a)** Briefly explain different types of economic systems. **07**
(b) Explain organizational structure multinational companies can use with horizontal differentiation. **07**
- OR**
- (b)** Before selecting any country to do business with, which information is scanned by managers? **07**
- Q.3 (a)** Briefly discuss major foreign exchange markets. **07**
(b) Which are the three types of importers? Discuss strategic advantage of Importing? **07**
- OR**
- Q.3 (a)** Describe and differentiate within types of legal system. **07**
(b) Write a note on “Corporate Governance” **07**
- Q.4 (a)** Name the types of intellectual property, and explain how they could be used in business? **07**
(b) Who are Expatriates? Discuss key aspects of Expatriates’ compensation. **07**
- OR**
- Q.4 (a)** What are Hard and Soft currencies? How do countries control foreign exchange convertibility? **07**
(b) In recent scenario, why is it important for managers to study the various aspects of International Business? **07**
- Q.5 (a)** Write down advantages of being first mover. **07**
(b) What is Global supply chain? Describe the key factors in global manufacturing strategy. **07**
- OR**
- Q.5 (a)** Which legal, cultural and economic factors influence companies to alter their products to fit the needs of customer in different countries? **07**
(b) What is Counter trade? Discuss advantages and disadvantages of counter trade. **07**
