Seat No.: ________ Enrolment No.___________

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–III • EXAMINATION – WINTER • 2014

Subject Code: 2830006 **Date: 06-12-2014**

Subject Name: International Business (IB)

Time: 10:30 am - 01:30 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		Define following terms: 1) Globalization 2) International Business 3) Common Law System 4) Balance of Payment 5) Letter of Credit 6) Virtual Organization 7) Off shore financing	**14**
Q.2	**(a)**	What are the major Regional Economic Integrations in Asia? Explain their significance and purpose.	**07**
	(b)	Explain four different types of Political Risk in detail.	**07**
		OR	
	(b)	Explain types of Economic Systems in detail.	**07**
Q.3	**(a)**	What are the major foreign exchange instruments? Explain them briefly.	**07**
	(b)	Considering the pressure of Global Integration and Local responsiveness, identify four types of international business strategy and explain in detail.	**07**
		OR	
Q.3	**(a)**	Which information is important in evaluating the country for international business?	**07**
	(b)	Explain following terms: 1) Floating Rate Regimes 2) Managed Fixed Rate Regimes	**07**
Q.4	**(a)**	Explain the approaches of Indirect exporting to foreign country.	**07**
	(b)	Which legal, cultural and economic factors influence companies to alter their products to fit the needs of customer in different countries?	**07**
		OR	
Q.4	**(a)**	Explain horizontal differentiation in context of organization structure for international business.	**07**
	(b)	What is counter trade? What are its types?	**07**
Q.5	**(a)**	Explain in brief the environmental influences on Accounting Practice.	**07**
	(b)	Discuss various instruments of trade controls used by Government to control the trade.	**07**
		OR	
Q.5	**(a)**	Explain in brief: Why International Business differs from domestic business?	**07**
	(b)	What is global supply chain? Describe key factors in global manufacturing strategy.	**07**

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