

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION – SUMMER • 2014

Subject Code: 840002

Date: 19-05-2014

Subject Name: International Business (IB)

Time: 10.30 am - 13.30 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)** How does a company's competitive environment affect its international operations? How might its competitive environment differ from one country to another? **07**
- (b)** What do you mean by Globalization? Why globalization is important in International business? **07**
- Q.2 (a)** Explain the concepts of low-context versus high context cultures, monochronic versus polychronic cultures and idealistic versus pragmatist cultures. **07**
- (b)** Why is awareness of cultural variables important in international business? What are methods and problems in building cultural awareness? **07**
- OR**
- (b)** Define and explain culture, cultural group membership and cultural diversity. **07**
- Q.3 (a)** Explain comparative advantage and how it differs from absolute advantage. Explain with suitable example. **07**
- (b)** What are the non-economic rationales for governmental intervention in the free movement of trade? What problems exist in using protectionism to achieve the non-economic objectives? **07**
- OR**
- Q.3 (a)** Explain the differences among spot transactions, forward transactions and future contracts. **07**
- (b)** What is the difference between fundamental forecasting and technical forecasting of exchange rates? **07**
- Q.4 (a)** What is multi-domestic strategy? What are its defining characteristics? Why would managers choose this type? **07**
- (b)** What is production orientation to marketing strategy? Under what situations is that a valid orientation for international operations? **07**
- OR**
- Q.4 (a)** How does an effective information system contributes to an effective global supply chain management system? **07**
- (b)** How does quality affect the global supply chain and what are some internationally recognized quality standards? **07**
- Q.5 (a)** What are foreign trade zones (FTZs)? How are they primarily used? **07**
- (b)** What are the major factors influencing the development of accounting standards and practices around the world? **07**
- OR**
- Q.5 (a)** Compare scanning and detail examination of countries. Why both are important? **07**
- (b)** What is the relationship between a company's staffing policy and an ethnocentric interpretative framework? **07**
