

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-IV • EXAMINATION – WINTER • 2014

Subject Code: 840002

Date: 26-11-2014

Subject Name: International Business (IB)

Time: 10.30am - 13.30pm

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)** What factors have contributed to the increased growth in globalization in recent decades? **07**
- (b)** Explain the term: Polycentrism & Ethnocentrism. **07**
- Q.2 (a)** What are political risks? Explain its types. **07**
- (b)** What are the components of a country's balance of payments? **07**
- OR**
- (b)** What is "Sustainability"? Explain Kyoto Protocol in detail. **07**
- Q.3 (a)** Discuss "Mercantilism" a trade theory. **07**
- (b)** Show how theory of Absolute advantage differs from theory of Comparative advantage. **07**
- OR**
- Q.3 (a)** What are the factors a country look for choosing a trade partners to trade with? **07**
- (b)** Write a note on: The Porter Diamond theory. **07**
- Q.4 (a)** "Nontariff barriers directly influence the price"-Do you agree with the statement? Give reasons for the same. **07**
- (b)** Explain The European Union and The North American Free Trade Agreement. **07**
- OR**
- Q.4 (a)** Explain value chain in detail and also show the diagram of the value chain. **07**
- (b)** "Manager use scanning techniques to compare countries on broad indicators of opportunities and risks". Elaborate the statement. **07**
- Q.5 (a)** What are the steps to be followed for exporting the goods? **07**
- (b)** Give suitable example and explain why firms alter their products? **07**
- OR**
- Q.5 (a)** Write a note on : International Financial Reporting Standards **07**
- (b)** What are the reasons for failure of Expatriate? **07**
