

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER – (4) • EXAMINATION – WINTER 2017

Subject Code: 840002

Date: 02/NOV/2017

Subject Name: International Business (IB)

Time: 10.30 AM TO 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 (a)** What do you mean by Globalization? Why globalization is important in International Business? **07**
- (b)** Explain the various environment factor affecting International Business in brief. **07**
- Q.2 (a)** What are Political risks? Explain its types. **07**
- (b)** Define and explain Culture, Cultural group membership and Cultural diversity. **07**
- OR**
- (b)** Explain in brief “The Porter Diamond Theory of International Trade” taking example of a particular Indian Industry. **07**
- Q.3 (a)** Explain in detail the difference between theory of Absolute advantage and theory of Comparative advantage **07**
- (b)** Explain the difference between Spot transaction, Forward transactions and Future contracts. **07**
- OR**
- Q.3 (a)** Discuss “Mercantilism” a trade theory. **07**
- (b)** What does the WTO do? How is it different from GATT? Explain. **07**
- Q.4 (a)** What is multi-domestic strategy? What are its defining characteristics? Why would managers choose this type? **07**
- (b)** Explain the four basic strategies that MNEs choose from, to guide how they will enter and compete in the International environment. **07**
- OR**
- Q.4 (a)** Discuss the role of Countertrade in International Business. **07**
- (b)** How does an effective information system contributes to an effective global supply chain management system? **07**
- Q.5 (a)** Compare scanning and detail examination of countries. Why both are important? **07**
- (b)** Examine with suitable examples tools available to identify and select countries for doing business. **07**
- OR**
- Q.5 (a)** Examine the major factors influencing the developing of accounting practices in different countries. **07**
- (b)** What are the reasons for failure of Expatriate? **07**
