

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 8 • EXAMINATION – WINTER - 2018

Subject Code: 4180502

Date: 26/11/2018

Subject Name: International Business

Time: 02:30 PM to 05:30 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 International Business? “Managing an international business is different from managing a domestic business” Evaluate this statement in terms International Business. **07**
- (b)** What is Culture? Describe the importance of Education and Language in International Business **07**
- Q.2 (a)** Explain the concept of Global Competitive Alignment Matrix. **07**
- (b)** What do you mean by Horizontal FDI? How is it different from Vertical FDI? **07**
- OR**
- (b)** Explain in detail Hecksher-Ohin theory. **07**
- Q.3 (a)** What do you mean by Currency Convertibility? How is it useful in International Business? **07**
- (b)** What do you mean by Spot and Forward Market? Explain with Example. **07**
- OR**
- Q.3 (a)** Explain the difference between Fixed and Floating exchange rates? **07**
- (b)** Explain in detail the Functions and Nature of Foreign exchange market? **07**
- Q.4 (a)** Export Assistance can be very helpful for the development of the concept of “Make in India”. Do you agree? Explain. **07**
- (b)** What do you mean by Greenfield venture? Explain with example. **07**
- OR**
- Q.4 (a)** What are the different Government schemes which are helpful for Export? **07**
- (b)** What do you mean by Strategic Alliances? Explain the advantages and disadvantages of Strategic Alliances. **07**
- Q.5 (a)** How can a pricing strategy play an important role in International Business? **07**
- (b)** What are the different methods of compensation in International Business? **07**
- OR**
- Q.5 (a)** Write a note on staffing policy in International Business? **07**
- (b)** What do you mean by International Labour Relations? Explain with example. **07**
