

2015

**MBA**

Paper : 3.1

**INTERNATIONAL BUSINESS**

Full Marks : 70

Time : 3 hours

*The figures in the margin indicate full marks for the questions*

**A. Answer any five questions**  $2 \times 5 = 10$

**(each question carries 2 marks)**

1. What is greenfield investment ?
2. What are the disadvantages of joint venture ?
3. Which are the types of countertrade ?
4. What is antidumping regulation ?
5. What is dirty - float system ?
6. What do you mean by licencing agreement ?

**B. Answer any five questions**  $4 \times 5 = 20$

**(each question carries 4 marks)**

1. Describe the development of the world trading system ?
2. Why do so many firms apparently prefer FDI over either exporting or licencing ?
3. Describe the emergence of global institutions in international business ?

4. What are the functions of knowledge network in international business ?
5. Which types of exposure is involved in foreign exchange risk ?
6. What is acquisition ? Why do acquisition fails ?

**C. Answer any five questions**

8 × 5 = 40

**(each question carries 8 marks)**

1. Mercantilism is a bankrupt theory that has no place in the modern world. Discuss?
2. Explain in brief Raymond Vernon's product life cycle theory ?
3. Describe the organisational architecture a transnational firm that is competing in an industry where a global strategy is most appropriate ?
4. How might the Internet and the associated world wide web affect international business activity and the globalisation of the world economy ?
5. How might a company make strategic use of countertrade scheme as a marketing weapon to generate export revenues ? What are the risks associated with pursuing such a strategy ?
6. What is knowledge network ? What are the functions of knowledge network in international business ?