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IV Semester 5 Year B.B.A. LL.B. (Hons.) Examination, Dec. 2012
INTERNATIONAL BUSINESS

Duration : 2 $\frac{1}{2}$ Hours

Max. Marks : 70

- Instructions :**
1. Answer all **5** Questions.
 2. **One** essay type and **one** short note question or problem from **each** Unit have to be attempted, which is referred to as Part **(a)** and Part **(b)** in all the Units.
 3. Figures to the **right** indicate marks.

UNIT – I

Q. No. 1. (a) Explain the strategic decisions in international business. Marks : 9

OR

Explain the internationalization stages and orientations.

(b) What are the reasons for going international ? Marks : 5

OR

Write a note on international marketing.

UNIT – II

Q. No. 2. (a) Explain General Agreement on Tariffs and trade, its objectives and evaluation. Marks : 9

OR

Explain WTO, its functions, principles and organisation structure.

(b) Write a note on state trading. Marks : 5

OR

Write a note on trading blocks.

P.T.O.



UNIT – III

- Q. No. 3. (a) Define MNC's according to size, structure, performance, Behaviour and explain the organizational models of MNC's Marks : 9

OR

Explain code of conduct in MNC's.

- (b) What are the problems of MNC's ? Marks : 5

OR

Write a note on Indian Multinational.

UNIT – IV

- Q. No. 4. (a) Explain the factors favouring globalization. Marks : 9

OR

What are the obstacles of globalization.

- (b) Write a note on Licensing and franchising. Marks : 5

OR

What are the essential conditions for globalization ?

UNIT – V

- Q. No. 5. (a) Explain promotional measures of foreign trade in India. Marks : 9

OR

Explain regulation of foreign trade and its objectives.

- (b) Write a note on product assistance and marketing assistance. Marks :5

OR

Write a note on trading house and export house.
