

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DBM/PGDBM/DITM/PGDITM

Examination: April 2018
Subject: International Business

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 22.4.2018

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What are the different modes of International Business explain each.
- b) What are different difficulties in International business, explain each
- c) Enlist different types of entry strategies.
- d) What do you mean by Globalization of Markets?

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Investments
- b) Competitive Environment
- c) Globalization of Investment
- d) Mercantilists views on Trade
- e) Comparative advantage

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What do you understand by Free Trade, Explain any one Free Trade agreement in details.
- b) What are the measures taken by Government of India towards Globalization?
- c) What is Porter's diamond theory?
- d) Explain the concept of Micro & Macro environment with respect of International Business.
- e) Explain why Socio-cultural environment is crucial for International Business.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Explain pro & cons of Globalization of production.
- b) understanding political risk is very important in International Business explain.
