

2018

MBA

3rd Semester Examination

INTERNATIONAL BUSINESS ENVIRONMENT

(Compulsory Paper)

PAPER—308

Subject Code—09

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 8×5

- (a) Give a brief outline of recent trend in World Trade.
- (b) What do you mean by technology diffusion ?
- (c) How do you reconcile domestic laws with international laws for an MNC ?

(Turn Over)

- (d) Explain 'H - O' theory of trade.
- (e) What is the importance of Anti-dumping policies ?
- (f) Explain International Product life cycle theory with example.
- (g) Why subsidies in agriculture remains issue of central debate in WTO conventions ?
- (h) Compare fixed exchange rate with flexible exchange rate.
- (i) What are the major limitations of attracting FDI in India ?
- (j) What are Incoterms ? Give example.
- (k) Give a brief outline of global capital market.
- (l) Write a short note on 'EU'.

2. Answer any *four* questions :

4×10

- (a) How do the MNCs influence political-economic environment of a country ?
- (b) Explain the role of world bank in developing economics of the world.
- (c) Why demographic environment is important to international marketer ? Justify.

- (d) Do you think regionalism is a better mode of trade strategy than multilateralism ? Justify your answer.
- (e) How does the movement of exchange rate influence on international trade and investment ?
- (f) Write short note on any *two* :
- (i) ASEAN
 - (ii) SAFTA
 - (iii) IMF.

[Internal Assessment : 20 Marks]

C/18/MBA/3rd Sem./HR-302

TB-350