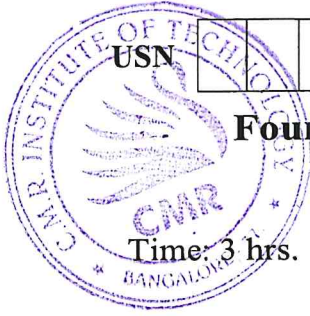


CBCS SCHEME

22MBA401



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Fourth Semester MBA Degree Examination, June/July 2024 International Business

Time: 3 hrs.

Max. Marks: 100

- Note:** 1. Answer any *FOUR* full questions from Q.No.1 to Q.No.7.
 2. Question No. 8 is compulsory.
 3. M : Marks, L: Bloom's level, C: Course outcomes.

			M	L	C
Q.1	a.	What do you mean by International Business?	3	L1	CO1
	b.	Discuss the scope of International Business.	7	L2	CO1
	c.	Explain the process of Internationalization.	10	L3	CO4
Q.2	a.	What is business environment?	3	L1	CO1
	b.	Compare between Horizontal and Vertical foreign direct investments.	7	L2	CO1
	c.	Discuss the corporate social responsibilities in International Business.	10	L3	CO2
Q.3	a.	List any three contributes of theories of International Business.	3	L1	CO4
	b.	Explain comparative cost advantage theory.	7	L2	CO3
	c.	Narrate Porter's National Competitive advantage theory.	10	L3	CO3
Q.4	a.	What do you mean by international institutions?	3	L1	CO2
	b.	Explain the role played by United Nations conference on Trade and Development.	7	L2	CO2
	c.	Describe regional economic integration in the Americas.	10	L3	CO3
Q.5	a.	What are multinational-corporations?	3	L1	CO4
	b.	Compare and contrast between Regionalism and Multilateralism.	7	L2	CO3
	c.	Explain the role played by multi-national corporations-across the Globe.	10	L3	CO4
Q.6	a.	Define international marketing.	3	L1	CO4
	b.	Explain Global human resource management.	7	L2	CO4
	c.	Discuss the concept of International Production management system.	10	L3	CO3
Q.7	a.	Define Global finance.	3	L1	CO3
	b.	Distinguish between regional economic integration in Asia and America.	7	L2	CO3
	c.	Explain the concept of Globalization of markets and brands.	10	L3	CO4

