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Total No. of Pages: 02

Total No. of Questions: 10

MBA (IB) (Sem. – 3)
INTERNATIONAL ECONOMICS AND BUSINESS

Subject Code: MBAIB-301-18

M Code: 77001

Date of Examination: 12-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A is COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student have to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C is COMPULSORY**, consists of a Case Study carrying **TWELVE** marks.

SECTION - A

1. Write short notes on the following:
 - a) The responsible factors for globalizing the Indian Economy.
 - b) Drivers of International Business
 - c) The achievements of ASEAN.
 - d) The impact of Non-tariff barriers on imports and exports of developing countries.
 - e) International Business Vs. Domestic Business.
 - f) Hedging and Speculation in the foreign exchange market.
 - g) Green International Business
 - h) Outsourcing in International Business.

SECTION - B

UNIT - I

2. Explain the role of NAFTA in International Trade.
3. Critically discuss the Theory of Absolute Cost Advantage proposed by Adam Smith.

UNIT - II

4. What is Economic Integration? Explain the different kinds of Economic Integration.
5. What is Economic Environment? Explain different kinds of economic systems and their impact on International Business.

UNIT - III

6. What is Market Potential and how does it help MNCs in selecting a market center?
7. What is a Multinational Corporation? How it is different from a Global company, International company, and Transnational company?

UNIT - IV

8. What is the International Product Life Cycle? Explain the marketing strategies during different stages of the product life cycle.
9. What is Vertical Integration? When does an international firm select this strategy to manufacture inputs?

SECTION - C

10. Case Study:

Raman and Laxman designed and started manufacturing a kitchen cooking device for Indian households. This device is also known as 'Roti Maker' which is useful, easy and quick to make roti. They designed this Roti Maker with appealing features and user-friendly to the domestic market. In the domestic market, they targeted working women to make easy roti. Within a year, this device became popular in India. To promote, Roti maker they adopted direct selling which is to avoid distributor and dealer cost and keep a reasonable price as compared to competitors. Now Raman and Laxman wanted to expand their market internationally.

Questions:

- a) Is the direct selling, the appropriate mode of promotion for entering into the International market? Discuss.
- b) What are the factors to be determined in the selection of the International Market? Explain.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.