

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Third Semester MBA Degree Regular and Supplementary Examination December 2022

Course Code: 20MBA201**Course Name: INTERNATIONAL BUSINESS**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

- | | | |
|---|---|-----|
| 1 | Define the term international business. | (2) |
| 2 | What are tariff barriers? | (2) |
| 3 | List any two benefits of management contracts. | (2) |
| 4 | What are the uses of Foreign Trade Policy? | (2) |
| 5 | State any two disadvantages of foreign investments. | (2) |

PART B*Answer any 3 questions. Each question carries 10 marks*

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|----|---|------|
| 6 | 'Doing international business is challenging'. Explain. | (10) |
| 7 | Explain any two economic integrations in which India is a member. | (10) |
| 8 | Describe EPRG framework. | (10) |
| 9 | Discuss the trends in global trade. | (10) |
| 10 | Elucidate how Technological environment influence international business. | (10) |

PART C*Compulsory question. This question carries 20 marks*

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|----|---|------|
| 11 | Wind Energy Solutions, an Indian company is entering to European market. | |
| | (A) Suggest any two strategies it can use for entering into the market, citing the advantages and disadvantages of the strategies stated. | (10) |
| | (B) What are the critical environmental factors Wind Energy Solutions need to evaluate before entering the market? | (10) |
