

Roll No.

Subject Code—8188-X

M.B.A. EXAMINATION

(Third Semester)

(Re-appear Batch 2009 Onwards)

IB-315

**INTERNATIONAL BUSINESS
ENVIRONMENT**

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. 7×5=35

1. Describe types of International Business.
2. Explain Human Cultural Environment.
3. Explain independence, interdependence and dependence with the help of examples.

4. Explain Euro currency market today.
5. Describe determinants of exchange rates.
6. Explain Purchase Power Parity.
7. Describe World Economic Growth and Environment.
8. Explain Global Competitiveness.
9. What are Offshore Financial Centers ?
10. What is Consortium approach ?

Section B

Note : Attempt all the questions.

11. If you have to decide between growth or earnings, what will you prefer and why ? Discuss the theoretical framework and time frame behind this statement.

Or

Explain comparative advantage, competitive advantage and the importance of benchmarking ? Why do you think an outsourced company such as "MediaTek" can provide to Micromax to beat a Goliath like Nokia in India's highly competitive handset environment to provide ? 12

12. Why do you think economic clusters grow ? What do you think is importance of such economic clusters and how do they help in creating a VC culture with 'Silicon Valley' ? Explain the enablers of same.

Or

Explain the Trade Blocs. Why do you think it is important to succeed in your domestic market before venturing out ? 12

13. Explain the importance of BRICS and MINTS for global growth. Why do you think social responsibility is increasingly important in globalization ?

Or

Explain the importance of Bangladesh in global apparel market. What negotiation approach do you think will work ?

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