

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM)– SEMESTER – 8 - EXAMINATION – SUMMER 2016

Subject Code:4180502**Date: 29/4/ 2016****Subject Name: International Business****Time:10:30 am to 1:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define the term ‘Globalization’. Elaborate Drivers of Globalization. **07**
(b) What do you mean by Culture ? What are the Values and Norms of Culture ? **07**
- Q.2** (a) How Social structure of Culture is useful in the International Business ? **07**
(b) Discuss Heckscher - Ohin Theory. **07**
- OR**
- (b) Give an overview of International Trade Theory. Discuss advantage of International Trade Theory. **07**
- Q.3** (a) “In the ever-changing International Business Environment, role of FDI is very crucial for enhancing the International Trade and World economy.” Discuss. **07**
(b) Write a detail note on : IMF **07**
- OR**
- Q.3** (a) State difference between Fixed v/s Floating Exchange Rates. Which is better between Fixed and Floating Exchange rate? **07**
(b) Which are the various Functions and Nature of Foreign Exchange Market ? **07**
- Q.4** (a) What are the prevailing Entry Strategies in India ? Give Examples. **07**
(b) How can be improved Export Performance ? How Govt. can support on it ? **07**
- OR**
- Q.4** (a) As a manager of an MNC, How can you apply a Market Segmentation for your product for International Market ? **07**
(b) How The International Labour Relations affect the International Trade ?. **07**
- Q.5** (a) Write a note on Entry Strategy and Strategy Alliances. **07**
(b) Discuss Distribution Strategy, Communication Strategy and Pricing Strategy. **07**
- OR**
- Q.5** (a) Write a note on : The Strategic Role of International HRM **07**
(b) In the context of Global Marketing, How a New Product can be developed ? **07**
