

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA(TM) – SEMESTER – X • EXAMINATION – SUMMER - 2016

Subject Code: 4210104**Date: 13-05-2016****Subject Name: International Business****Time: 10.30 am to 01.30 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) Explain the effects of FDI on home and host countries. **07**
(b) Discuss the advantages and disadvantages of Strategic Alliances. **07**
- Q.2** (a) List and explain the factors that determine Foreign Exchange Rates. **07**
(b) Explain the types of political systems. **07**
- OR**
- (b) Discuss how cultures differ from each other. **07**
- Q.3** (a) Explain the concepts: GDP, GNP, GNI, PPP. **07**
(b) What are the types of Legal systems **07**
- OR**
- Q.3** (a) Write a note on Property Rights. **07**
(b) List the types of multinational organizational structures and explain any two. **07**
- Q.4** (a) Explain four Ps in marketing in a global context. **07**
(b) What is globalization? What are the factors contributing to growth in globalization? **07**
- OR**
- Q.4** (a) Describe the key aspects involved in expatriate compensation. **07**
(b) Explain the concept: trade deficit, trade surplus and balanced trade **07**
- Q.5** (a) What are the different modes of entry in foreign markets? **07**
(b) Explain the types of international business strategies. **07**
- OR**
- Q.5** (a) Short note on Corporate Social Responsibility. **07**
(b) Explain what is Agility, Adaptability and Alignment in context to supply chain management. **07**
