

End-term Examination

Sixth Semester [BCOM] May-June 2018

Paper Code: BCOM-306

Subject: International Business

Time : 3 Hours

Max. Marks : 75

Note : Attempt any five questions. All questions carry equal marks.

- Q.1** Define International Business. Why Firms go for international business. What are the challenges involved in International Business with examples?
- Q.2** What are the meaning of the term "International Competitive Advantage"? How to achieve competitiveness in the overseas markets? Discuss various views about competitiveness and its advantage to global firms.
- Q.3** Discuss various theories of International Business. Which theory has practical application and how? Give examples in support.
- Q.4** What role IMF and world bank play in International Business? Explain not only role but also function of IMF vis-a-vis World Bank and their relevance for global firm.
- Q.5** What is FDI? Discuss the national FDI policy framework made by economic planning/ NITI Ayog in India. How it has helped increase of FDIs in India. Discuss with suitable examples.
- Q.6** Write notes on the following:—
- (a) Various Tariff and Non Tariff Barriers to International Trade.
 - (b) Impact of Globalisation on World Trade.
- Q.7** What are Strategic Alliances? What are the reasons for such cooperations? Discuss various types of SAs and their role in Internationalization process. Give examples to illustrate your answer.
- Q.8** What is the importance of Culture in International Business? What are cultural frameworks which are there to manage business across culture? Explain them with suitable examples.