

- (c) World Bank Functions
 (d) Theory of comparative advantage
 (e) IMF Scope and Functions

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6068

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Unique Paper Code : 2924001207

Name of the Paper : Introduction to International
 Business (Generic Elective)

Name of the Course : Bachelor of Management
 Studies (BMS)

Semester : II

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **any five** questions.
3. All questions carry equal marks.

1. (a) What are the complexities involved in international business? Describe the distinctions between domestic and international business.



- (b) Explain the different modes of entry into international business. (9+9=18)
2. (a) How does the factor proportions theory explain international trade? How does the Leontief Paradox modify its explanation?
- (b) Discuss Porter's National Competitive Advantage theory of international trade. (9+9=18)
3. (a) You are a marketing manager of a textile company that is looking to venture into international business. The country you want to target first is the UK. You want to start by exporting to UK. What political, economic, legal and environmental factors would you keep in mind and how would you analyze the business environment of the UK?
- (b) Discuss the principles, structure and functions of the World Trade Organisation. (9+9=18)
4. (a) What is outsourcing? What role does outsourcing play in India's international business? Discuss the

- factors that influence a firm's decision to outsource some of its business operations.
- (b) Differentiate between FDI and FPI. Discuss different types of FDI with their advantages and limitations. (9+9=18)
5. (a) Explain the term 'Globalisation'. Why do companies engage in international business? Discuss the role of globalisation in development of Indian business.
- (b) Debate the relative merits of fixed and floating exchange rate regimes. From the perspective of an international business, what are the most important criteria in a choice between the systems? Which system is the more desirable for an international business? (9+9=18)
6. Write a short note on any three of the following: (6×3=18)
- (a) Mergers and Acquisitions
- (b) Tariff and Non-Tariff Barriers