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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (Global)

TRIMESTER: II - THEORY EXAMINATION (2024 -2025)

Subject: International Business Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. Trade Related Investment Measures (TRIMS) doesn't apply for(CO1,K1) 1
- (a) Measures that affect trade in goods.
- (b) Measures that lead to restrictions on quantities.
- (c)) Discouraging measures that limit a company's imports.
- (d) Discouraging measures that limit a company's exports.
- 1-b. WTO established in(CO2,K1) 1
- (a) 1995
- (b) 1996
- (c) 1994
- (d) 2000
- 1-c. NAFTA established in(CO3,K1) 1
- (a) 1994
- (b) 20001
- (c) 1999
- (d) 1989
- 1-d. .Identify a factor that doesn't play an important role in attracting FDI(CO4,K1) 1
- (a) Language
- (b) Laws, rules and regulations

(c)	Cost of resources	
(d)	Infrastructure related factors	
1-e.	Firm that operates internationally is able to(CO5,K1)	1
(a)	earn a greater return from their skills	
(b)	realize location economies	
(c)	realize greater experience curve economies,	
(d)	ALL	
2.	Attempt all parts:-	
2.a.	Define Trade.(CO1,K1)	2
2.b.	Define International Management.(CO2,K2)	2
2.c.	Define ASEAN(CO3,K2)	2
2.d.	List members of SAARC(CO4,K1)	2
2.e.	Define the Mercantilism theory.(CO5,K2)	2
SECTION-B		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Explain how international marketing help in boosting global trade.(CO1,K1)	5
3.e.	Explain key challenges of regional economic integration(CO5,K2)	5
3-b.	list and explain example of international management in different sectors (CO2,K1)	5
3.c.	Explain the key challenges of international management.(CO3,k2)	5
3.d.	Explain key challenges of WTO(CO4,K2)	5
SECTION-C		30
4.	Answer any <u>one</u> of the following:-	
4-a.	Explain relevance and importance of currency market(CO1,K1)	6
4-b.	Illustrate how dollar as a currency impact global trade. (CO1,K2)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Explain the key objective of absolute cost theory(CO2,K2)	6
5-b.	Illustrate the interdependibility of foreign exchange rate and forex market(CO2,K2)	6
6.	Answer any <u>one</u> of the following:-	
6-a.	Define key objective of SAARC(CO3,K2)	6
6-b.	Define key challenges of IMF (C03,K2)	6
7.	Answer any <u>one</u> of the following:-	
7-a.	List objective of ASEAN (CO4,K2)	6
7-b.	List Role of economic integration in bilateral trade(CO4,K2)	6
8.	Answer any <u>one</u> of the following:-	
8-a.	Explain how WTO help in creating economic circulation in developing	6

countries(CO5,K3)

- 8-b. Explain various key international marketing strategy help in boosting global trade between SAARC nations(CO5,K3) 6

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