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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: VI - THEORY EXAMINATION (20 - 20.....)

Subject: Introduction to 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. The EPRG framework includes Ethnocentric, Polycentric, Regiocentric, and _____. (CO1, K1) 1

- (a) Geocentric
- (b) Multicentric
- (c) Monocentric
- (d) Technocentric

1-b. Resource-based view focuses on. (CO2, K1) 1

- (a) Industry structure
- (b) Internal resources
- (c) External threats
- (d) Market share

1-c. Individualism emphasizes. (CO3, K1) 1

- (a) Collectivism
- (b) Group harmony
- (c) Personal goals
- (d) Family ties

1-d. Sustainable production emphasizes. (CO4, K1) 1

- (a) Resource efficiency
- (b) Waste reduction

(c) Eco-friendly practices	
(d) All of the above	
1-e. EXIM stands for. (CO5, K1)	1
(a) Export Import	
(b) Exchange Import	
(c) Export Industry	
(d) Excise Imports	
2. Attempt all parts:-	
2.a. Mention the motivations for business firms to go global. (CO1, K2)	2
2.b. Describe the benefits of forming international alliances. (CO2, K2)	2
2.c. Describe the role of training in cultural sensitivity. (CO3, K2)	2
2.d. List the challenges in global market segmentation. (CO4, K2)	2
2.e. Describe threats related to technological advancements. (CO5, K2)	2
<u>SECTION-B</u>	15
3. Answer any <u>three</u> of the following:-	
3-a. List the trade barriers faced by new entrants. (CO1, K4)	5
3-b. List the key considerations in choosing a global structure. (CO2, K4)	5
3-c. List the challenges of expatriate management. (CO3, K3)	5
3-d. Discuss the importance of using renewable energy in production. (CO4, K4)	5
3.e. List the differences between FEMA and FERA. (CO5, K2)	5
<u>SECTION-C</u>	30
4. Answer any <u>one</u> of the following:-	
4-a. Describe the features and strategic relevance of the EPRG approach. (CO1, K2)	6
4-b. Discuss the impact of Russia-Ukraine war on the Indian economy. (CO1, K4)	6
5. Answer any <u>one</u> of the following:-	
5-a. Discuss value creation and synergy realization in global mergers. (CO2, K2)	6
5-b. Discuss the role of decentralization and coordination in global organizations. (CO2, K2)	6
6. Answer any <u>one</u> of the following:-	
6-a. Discuss strategies for enhancing cultural intelligence in global business settings. (CO3, K4)	6
6-b. Examine risk management in global supply chains. (CO3, K2)	6
7. Answer any <u>one</u> of the following:-	
7-a. Present a case-based view on lean and green manufacturing synergies in production systems. (CO4, K4)	6
7-b. Analyze technological advancements that support waste reduction and resource optimization. (CO4, K4)	6

8. Answer any one of the following:-

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| 8-a. | Discuss the guiding principles and goals of the Foreign Exchange Management Act, 1999. (CO5, K2) | 6 |
| 8-b. | Discuss the strategic importance of SEZs in promoting export-led growth. (CO5, K2) | 6 |

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