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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, (NIET BUSINESS SCHOOL) GREATER NOIDA
PGDM

TRIMESTER-II THEORY EXAMINATION (2024-2025)

Subject: International Business Management

Time: 2Hrs.30 min

Max. Marks:60

General Instructions:

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

1. This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & 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. Define International Management and explain its scope.(CO1,K1) | 1 |
| 1-b. Differentiate between Globalization stages and dimensions. (CO2,K4) | 1 |
| 1-c. Explain the principles of Comparative Cost Theory. (CO3,K2) | 1 |
| 1-d. Identify the modes of entry into international market. (CO4,K1) | 1 |
| 1-e. Describe the significance of international marketing orientations. (CO5,K1) | 1 |

2. Attempt **all** parts:-

- | | |
|--|---|
| 2.a. Highlight the role of technological environment in international business. (CO1,K3) | 2 |
| 2.b. Describe the functions of WTO in global trade. (CO2,K1) | 2 |
| 2.c. Explain the International Product Life Cycle with an example. (CO3,K4) | 2 |
| 2.d. Analyse factors affecting foreign exchange rates. (CO4,K5) | 2 |
| 2.e. Discuss the levels of economic integration with examples. (CO5,K2) | 2 |

SECTION – B**15**3. Answer any three of the following-

- 3-a. Elaborate on the driving and restraining forces in International Management.(CO1,K4) 5
- 3-b. Discuss the relevance of Anti-Dumping Policy in international trade. (CO2,K2) 5
- 3-c. Describe the expatriate management process and its challenges. (CO3,K1) 5
- 3-d. Explain various exchange rate regimes with examples.(CO4,K5) 5
- 3-e. Outline the objectives and functions of SAARC. (CO5,K1) 5

SECTION – C**30****Case Let & Application Based**4. Answer any one of the following-

- 4-a. A company plans to transition from domestic to transnational business. Evaluate key strategies and challenges. (CO1,K5) 6
- 4-b. Analyse the impact of globalization on India's economic environment.(CO1,K4) 6

5. Answer any one of the following-

- 5-a. Illustrate the application of Comparative Cost Theory in modern trade policies. (CO2,K2) 6
- 5-b. Critically examine the effectiveness of tariffs in international trade.(CO2,K3) 6

6. Answer any one of the following-

- 6-a. Design an international marketing strategy for a new product in a culturally diverse market. (CO3,K5) 6
- 6-b. Discuss the role of segmentation in international marketing with examples. (CO3,K2) 6

7. Answer any one of the following-

- 7-a. Evaluate the factors influencing exchange rates in emerging markets. (CO4,K5) 6
- 7-b. Analyse the history and challenges faced by the Indian Rupee in foreign exchange. (CO4,K4) 6

8. Answer any one of the following-

- 8-a. Compare the objectives and functions of ASEAN and EU in regional integration. (CO5, K4) 6
- 8-b. Discuss the significance of UNCTAD in promoting trade and development globally. (CO5,K2) 6