

**Kadi Sarva VishwaVidyalaya, Gandhinagar**  
**MBA-Semester-IV- May, 2015 Examination**  
**International Business (CC-401)**

**Date:** 1<sup>st</sup> May, 2015

**Weightage:** 40%

**Duration:** 2½ Hours

**Instructions:**

- 1 Make assumptions wherever necessary and state them clearly
- 2 Working notes must form part of your answers
3. Figures to the right indicate weightage

- Q-1 (A) Explain the following terms; 4%
1. Multinational Enterprises
  2. Strategic Alliances
  3. Import Brokers
  4. Merchandise Exports And Imports
- (B) There are significant differences between International Business And Domestic Business-Discuss. 4%
- OR**
- (B) What do you mean by Culture? How much managers of Multinational company adapt to a foreign culture depends not only on the host country culture but also on the attitude of home country enterprises managers-Discuss. 4%
- Q-2 (A) What do you mean by Political Ideology? Discuss the key types of democracy with supportive example. 4%
- (B) What do you mean by Human Development Index (HDI)? What are the key dimensions for measuring HDI? 4%
- OR**
- Q-2 (A) What do you mean by Globalisation? Looking to the pre and post 1991 scenario of India globalisation influenced Indian society in many ways-Discuss. 4%
- (B) What do you mean by International Trade? What types of products does a country trade? 4%
- Q-3 (A) Government holds only economic perspectives for intervention in country's trade-Comment. 4%
- (B) Discuss the key advantages and disadvantages of North American Free Trade Agreement (NAFTA). 4%
- OR**
- Q-3 (A) Discuss the Foreign Exchange Trading Process. 4%
- (B) Elaborate the role of the International Monetary Fund (IMF) in international business. 4%
- Q-4 (A) While defining strategy for international markets Multinational enterprises looks at four general options to adapt from- Discuss 4%
- (B) There are different factors Multinational enterprises need to look at while analyzing Risk in international perspective-Explain. 4%

**OR**



4%

Q-4 (A) Discuss the three approaches for segmenting in international markets.

(B) What advantages a company can gain by staffing foreign operations with local managers? 4%

Q-5 The organisation and successful management of Vibrant Gujarat Summit, which is planned during 11th to 13th January 2015 at Mahatma Mandir, Gandhinagar, Gujarat, India have began well ahead by the Government of Gujarat after the Vibrant Gujarat 2013 Summit resounding success. It has given an example of a visionary approach of the Government of Gujarat towards inclusive and sustainable development. Six summits held so far have been a resounding success that immensely contributed to transformation of Gujarat into a "Global Business Hub". The brand "Vibrant Gujarat" began as an "Investors' Summit" has now evolved into an ideal platform for knowledge sharing, social and business transformation. 8%

1. Being A Head for Brand Gujarat What Key Aspects You Will Promote In International Perspective for the Next Summit And Why?

2. Which Sectors You Will focus for More Agreements In the Next Summit to Boost Up Further the State Development? Why You Will Focus Only Those Sectors?