

**New Summit College**  
**Shantinagar, Kathmandu**  
**Pre-Board Examination -2080**

**Full Marks: 60**  
**Time: 3Hrs**

**BBM /Sixth Semester: Introduction to International Business**

*Candidates are expected to answer the questions in their own words as far as practicable. The figures in the margin indicate full marks.*

**Group "A"**

**[6×1 = 6]**

**Brief Answer Questions:**

1. What is WTO?
2. What do you mean by a Brand?
3. What is IMF?
4. What is Turnkey operation strategy?
5. What is global e-marketing?
6. What do you mean by culture?

**Group "B"**

**[6×3 = 18]**

**Descriptive Answer Questions:**

7. What is Intellectual Property Rights? Explain its types.
8. On the basis of theory of comparative advantage, what products should Nepal export and import? Explain.
9. What are the stages of Product Development in International Business? Explain.
10. What do you mean by Joint Venture Strategy? Mention its advantages and disadvantages.
11. What do you mean by Regional Economic Integration? Mention its Level/types with suitable example.
12. What is global Outsourcing and logistics?

**Group "C"**

**[4×6 = 24]**

**Analytical Answer Questions:**

13. Explain the four types of International strategies with appropriate figure.
14. What are the foreign exchange instruments in International Trade?
15. Why culture matters in International business? Explain the determinants of Culture in International business.
16. What are the various Functional areas of International business? Explain.

**Group "D"**

**[4 × 3 = 12]**

**Comprehensive Answer Questions:**

17. Read the following case carefully and answer the questions below:

**Case Analysis:**

Multinational Corporations (MNCs) are like the tree which has multiples branches in host countries having one operation root in the home country. Multinational companies are entering into too many countries due to the internationalization of trade supported by globalization and world connectivity through advances in information and technology. Every entity has right to cross the border with their products and services all around the world. Any intervention cannot be done by the any nation because it is the rule of international trade. That is why we see that various foreign companies have rooted their business in the Nepalese territory with their products and service to their Nepalese consumer and some have substitute goods, while other have complementary goods. If we talk about the features and their grounding in the landlocked countries like Nepal, they have captured a significant portion of the Nepalese market with differentiated product features and facilities. Many names come in the list radically when we put our eyes on multinational companies. Man of multinational companies are entering into Nepal with their huge capital, unique technology and managerial competencies as well as complement goods and services which is also helping the country to move towards the national development in every sector. On the other hand, others criticize the MNCs on the ground like dumping of outdated technologies, negative effect on local industries, exploitation of consumers, foreign currencies outflows in the name of repatriation of profit, and cultural disruptions in the host countries.

**Questions:**

- a. Define Multinational Corporations.
- b. How do multinational corporations help in internationalization/globalization of business?
- c. Critically examine the role of multinational corporations have been playing in the Nepalese economy.