

#### Unit-IV

8. Why should accounting differences across various countries be harmonized ? How can these differences be harmonized ?
9. Write notes on :
- (a) Performance appraisal of expatriate staff.
  - (b) Cross-cultural training

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Roll No. ....

**56028**

**M.B.A. 2 Year 2nd Semester (N.S.)  
2011**

**Examination-May, 2016**

**International Business**

**Paper-MBA-208**

**Time : 3 hours**

**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note :** Attempt **compulsory** question No. 1 from section-A and **four** questions from section-B (**one** question from each unit). All questions carry equal marks.

#### **Section-A**

1. Briefly explain the following :

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- (a) Features of international finance
- (b) Fixed exchange rate system.
- (c) Licensing strategy.
- (d) Motives for foreign collaborations.
- (e) Global make or buy decision.
- (f) Counter trade—what and why ?
- (g) International adjustment.
- (h) Currency translation.

### **Section-B**

#### **Unit-I**

2. Explain the benefits of and risks in international business. How can these risks be managed ?
3. What are the barriers to international business ? What role can WTO play in removing them ?

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#### **Unit-II**

4. Explain the parameters for country evaluation. How does this exercise help in choosing a foreign market entry strategy ?
5. What is FDI ? Which factors influence the quantum of FDI to a country ? How does the host country benefit from FDI ?

#### **Unit-III**

6. What are the essentials of global manufacturing ? Which sectors affect the decisions of locating manufacturing facilities in foreign countries ?
7. Highlight the importance of branding decisions in international business. What are the advantages and problems associated with multiple brand strategy ?

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