

Code No: 742AH

**R17**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**MBA II Semester Examinations, December - 2019**  
**INTERNATIONAL BUSINESS**

**Time: 3hours**

**Max.Marks:75**

**Note:** This question paper contains two parts A and B.  
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of questions from 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A**

**5 × 5 Marks = 25**

1. Write a short note on the following:
  - a) Drivers of International Business [5]
  - b) New Trade Cycle Theory [5]
  - c) TRIPS [5]
  - d) Organizational Design [5]
  - e) Expatriate Selection [5]

**PART - B**

**5 × 10 Marks = 50**

2. What are Multi National Corporations? Explain their importance in the present globalised context. [10]
- OR**
3. Explain the following:
  - a) Differences between Domestic and International Business.
  - b) Modes of International Business. [5+5]
4. Explain the theory of Absolute Advantage and its limitations. [10]
- OR**
- 5.a) Write a note on India's Foreign Trade.  
b) Explain about components of current account of Balance of Payments. [5+5]
6. Explain the following:
  - a) NAFTA
  - b) GAAT [5+5]
- OR**
7. What is Economic Integration? Explain the benefits and challenges of Economic Integration. [10]
8. What is meant by Strategic Alliance? Explain the Alliance development process. [10]
- OR**
- 9.a) What is Organizational Structure?  
b) List out the factors influencing Organizational Structure. [5+5]
- 10.a) Explain about International Monetary system in detail.  
b) Explain the major activities in International marketing. [5+5]
- OR**
11. Write an essay on cross cultural issues in International Business. [10]

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