

**Code No: 762AJ****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD  
MBA II Semester Examinations, October/November-2020  
INTERNATIONAL BUSINESS****Time: 2 hours****Max. Marks: 75****Answer any five questions  
All questions carry equal marks**

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- 1.a) Explain the process of movement from the stage of 'Multinational Company' to 'Global Company'.
- b) What is the effect of culture in conduct of international trade? [8+7]
2. What do you understand by 'economic environment'? What are the different kinds of economic systems? How do they impact on international trade? [15]
3. What are the various stages of 'product life cycle'? What are the implications of product life cycle theory in international business? [15]
- 4.a) What are the presuppositions of 'factor endowments' approach to trade theory?
- b) What are the practical uses of 'balances of payment' statement? [7+8]
- 5.a) What is NAFTA? What are its objectives?
- b) Trace the evolution of World Trade Organization. [8+7]
- 6.a) What is 'full convertibility'? Has India gone for full convertibility? What are its implications to international trade?
- b) Briefly explain the term 'multilateral agreement'. [8+7]
- 7.a) Explain the significance of 'value chain analysis' in strategic formulation.
- b) What are the major considerations for choosing organizational structure? [7+8]
- 8.a) How does global advertising differ from local advertising?
- b) What is the need for training family members of staff sent on foreign assignment? [7+8]

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