

Code No: 762AJ**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, July/August - 2021****INTERNATIONAL BUSINESS****Time: 3 hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

- 1.a) What is the impact of political environment on International Business? Discuss the issue in the context of our country.
- b) What are the reasons for companies entering into international business? [8+7]
2. Distinguish between Domestic and International business and brief on opportunities and challenges of International business. [15]
- 3.a) Explain Ricardo's theory of comparative advantage.
- b) Brief on FDI in India and BoP. [8+7]
- 4.a) What is the role of services in India's International trade?
- b) What is international product life cycle? [8+7]
- 5.a) What is the significance of ASEAN to the economies of South Asian countries?
- b) What are the advantages of economic integration? [7+8]
- 6.a) Which are the countries in NAFTA block? Explain the steps taken by NAFTA in bringing economic integration among the member countries.
- b) What are the major challenges of economic integration? [8+7]
7. What is joint venture? What is strategic alliance? What is the difference between the two? Explain. [15]
- 8.a) What is the importance of vibrant forex market for international business?
- b) Why does international firm go for vertical integration to manufacture its needs of inputs? [7+8]

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