

Code No: 762AJ**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, May - 2022****INTERNATIONAL BUSINESS****Time: 3 Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

- - -

- 1.a) What are the major reasons for increasing volume of international business taking place year after year?
- b) Explain the licensing and franchising approach as a means of entry into international business. [7+8]
- 2.a) What are the factors responsible for creation of additional challenges in conducting international business?
- b) Briefly examine the reasons for growth of MNCs. [8+7]
3. Examine in detail David Ricardo's theory of comparative advantage of international trade and illustrate with suitable examples how it benefits even countries less endowed with natural resources. [15]
- 4.a) Why foreign direct investment is considered more favourable from the point of recipient rather than foreign portfolio investment?
- b) What are the drawbacks of mercantilism? [8+7]
- 5.a) What are the principal reasons preventing full scale integration of economy at global level?
- b) Who are the member countries of NAFTA? What was the case for NAFTA? [8+7]
- 6.a) What are the advantages of multilateral agreement over bilateral agreements?
- b) What is TRIPS? How is it considered beneficial? [8+7]
- 7.a) What is value chain analysis? What is its imperative in international marketing?
- b) What are the requirements for successful strategic alliances? [8+7]
- 8.a) What are the reasons for the dominance of US dollar as international currency?
- b) What is the importance of cross-cultural training in international HRM? [8+7]

--ooOoo--