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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, March/April - 2023
INTERNATIONAL BUSINESS

Time: 3 Hours   **Max.Marks:75**

Note: i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A

(25 Marks)

1.a) Explain MNCs importance for the growth of international business.   [5]
 b) Explain the New Trade Cycle Theory.   [5]
 c) What is economic Integration?   [5]
 d) Describe the organisational Structure.   [5]
 e) Brief on International Marketing.   [5]

PART - B

(50 Marks)

2.a) What is International Business? Explain the nature and significance of International Business.
 b) Examine the impediments in international business.   [5+5]

OR

3.a) Discuss the modes of entering International Business.
 b) Brief on the drivers of globalization.   [5+5]

4.a) What do you mean by FDI? Briefly explain the various factors influencing FDI.
 b) Explain the India's competitive advantage in international trade.   [5+5]

OR

5. Explain about:
 a) Absolute Advantage Theory
 b) Product Life cycle Theory.   [5+5]

6.a) Write a note on International Trade Policy of India.
 b) Describe different regional economic group's functionality.   [5+5]

OR

7. Explain about:
 a) Multilateral Trade agreements
 b) WTO   [5+5]

8.a)   Explain the issues in global organizational design.
  b)   Define Strategic Alliance? Explain the nature and scope of Strategic Alliance.   [5+5]

OR

9.a)   What is Strategy? Explain Strategy Implementation Process.
  b)   Brief on environmental analysis of Indian international business.   [5+5]

10.   What is International Production? What are the issues involving International Production.
     [10]

OR

11.   Explain the following International HR Activities:
       a) HR Planning.
       b) Recruitment.
       c) Selection.   [4+3+3]

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