Seat No.:	Enrolment No.

Subject Code: 2830006

## GUJARAT TECHNOLOGICAL UNIVERSITY MBA - SEMESTER- III• EXAMINATION - SUMMER • 2015

Date: 27-05-2015

**Subject Name: International Business (IB)** Time: 14:30 pm - 17:30 pm**Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. 07 Q.1 Discuss various forces driving globalization. (a) Explain different Trade barriers that directly affect prices to limit the trade. **07 (b)** Q.2(a) Briefly explain different types of economic systems. 07 Explain organizational structure multinational companies can use with horizontal 07 **(b)** differentiation. OR Before selecting any country to do business with, which information is scanned 07 **(b)** by managers? 0.3 Briefly discuss major foreign exchange markets. **07** (a) Which are the three types of importers? Discuss strategic advantage of 07 **(b)** Importing? OR **Q.3** Describe and differentiate within types of legal system. **07** (a) Write a note on "Corporate Governance" **07 (b)** Name the types of intellectual property, and explain how they could be used in 07 **Q.4** (a) business? Who are Expatriates? Discuss key aspects of Expatriates' compensation. **07 (b)** What are Hard and Soft currencies? How do countries control foreign exchange **Q.4 07** (a) convertibility? In recent scenario, why is it important for managers to study the various aspects 07 **(b)** of International Business? Write down advantages of being first mover. **07 Q.5** (a) **(b)** What is Global supply chain? Describe the key factors in global manufacturing **07** strategy. OR Which legal, cultural and economic factors influence companies to alter their **07 Q.5** (a) products to fit the needs of customer in different countries? **(b)** What is Counter trade? Discuss advantages and disadvantages of counter trade. **07**