Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER– III• EXAMINATION – SUMMER • 2015

Subject Code: 2830006 **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.**

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

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