Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A. - SEMESTER – V (Evening) • EXAMINATION – WINTER 2012

Subject code: 840002 **Date: 28-12-2012**

Subject Name:

Time: 02:30 pm – 05:30 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) **"**international business leads to cultural imperialism comment on the statement. **07**

(b) Firms caring for ethical behavior left to books only comment on the above statement with respect to pharmaceutical industry who charges high price under intellectual property rights from under Developed countries. **07**

Q.2 (a) Explain different foreign exchange risk management exposure while investing abroad?

(b) Discuss Gap Analysis as a tool for managing marketing globally. **07**

OR

(b) What is foreign exchange? Write a note on different players in foreign exchange market. **07**

Q.3 (a) Evaluate the principle and practice of centralization and decentralization as part of organization structure in international business **07**

(b) Design a export strategy for a food processing company in Gujarat who wants to promotes its products at global scale. **07**

OR

(a) Discuss how factor mobility theory in I.T industry affected Indians international business. **07**

(b) Discuss the legal issues in international business. **07**

Q.4 (a) Discuss various factors affecting international accounting. **07**

(b) Explain different elements of economic environment. **07**

OR

Q.4 (a) A key to making the global supply chain work is a good information system. Elaborate the statement with respect to global supply chain management. **07**

(b) Elaborate different collaboration arrangement for international business. **07**

Q.5 (a) Discuss the five forces model for international business with respect to financial service information technology industry. **07**

(b) Will the WTO overcome bilateral and Regional Integration Efforts ? Evaluate your answer keeping in mind future challenges to be faced by WTO. **07**

OR

Q.5 (a) What Factors needs to be scanned for evaluation of a country while going abroad ? **07**

(b) Explain how international business differ from domestics business **07**

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