

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (TM) – SEMESTER – 10 - EXAMINATION – SUMMER 2017**

**Subject Code: 4210104****Date: 12/05/2017****Subject Name: International Business****Time: 10.30 am to 01.30 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** Explain the following terms: **14**
- (a) Accommodative Strategy of CSR
  - (b) Inpatriation
  - (c) Cross-shareholding
  - (d) Build-operate –transfer Agreement
  - (e) Expropriation
  - (f) Product Life Cycle Theory
  - (g) Corporate Social Responsibility

- Q.2** (a) Why do some people protest against globalisation? What point do they make that all people, whether for or against globalisation should consider? **07**
- (b) Explain the two core propositions behind the institution-based view of global business. **07**

**OR**

- (b) What is the difference between a low – context culture and a high-context culture? How would you classify your home country's culture? **07**

- Q.3** (a) Compare and contrast the three modern theories of international trade. **07**
- (b) Name and describe the two key components of Balance of Trade. **07**

**OR**

- Q.3** (a) Briefly explain how FDI can be used to overcome high transaction costs and prevent market failure. **07**
- (b) What distinguishes an MNE from a non-MNE? **07**

**Q.4 (a)** Name and describe the three primary types of foreign exchange transactions made by financial companies. **07**

**(b)** Why is the strength of the American Dollar important to the rest of the world? **07**

**OR**

**Q.4 (a)** Describe four attributes that can be found in foreign locations and how these might relate to a firm's strategic goals. **07**

**(b)** Name the two types of entry modes associated with exports and explain how they differ. **07**

**Q.5 (a)** What are some criteria managers should consider to avoid preacquisition and postacquisition problems? **07**

**(b)** What happens when an alliance fails and must be terminated? Summarize the process. **07**

**OR**

**Q.5 (a)** What factors often lead to difficulties or failure of an expatriate on an overseas assignment? **07**

**(b)** If you were a manager of a firm that was planning to begin marketing its product internationally, what steps would you take to avoid marketing blunders? **07**

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