

Subject : Elective-I : Global Business Strategies (International Business)

Day : Thursday
Date : 02/06/2016



Time : 02.00 P.M. TO 05.00 P.M.
Max Marks : 70 Total Pages : 1

N. B. :

- 1) Attempt **ANY FOUR** questions from **Section-I** and **ANY TWO** questions from **Section-II**
 - 2) Answer to both the sections should be written in the **SAME** answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION - I

- Q.1** State and explain factors responsible for rapid increase in global business. (10)
- Q.2** Explain mercantilist approach towards international trade. (10)
- Q.3** What factors would you consider while developing a strategy for marketing of a product across the border? (10)
- Q.4** Differentiate between Direct and Indirect Exporting as a strategy. (10)
- Q.5** Discuss the role played by IT in global business dealings. (10)

SECTION-II

- Q.6** Write a note on FDI, FII as part of capital movement. (15)
- Q.7** Explain the importance of business ethics in global trade. (15)
- Q.8** Write short notes on **ANY TWO** of the following : (15)
- a) Hecksher-Ohlin Theory
 - b) International Marketing
 - c) Special Economic Zones

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