

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

Day : Tuesday
Date : 06/12/2016



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

N.B:

- 1) Answer **ANY FOUR** questions from Section – I. Each question carries **10** marks.
 - 2) Answers **ANY TWO** questions from Section – II. Each question carries **15** marks.
 - 3) Answer to both the sections should be written in the **SAME** answer book.
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SECTION – I

- Q.1** What are the characteristics of Globalization? Explain its impact on global business.
- Q.2** Explain Ricardo's Comparative Cost Advantage theory.
- Q.3** What factors would you consider while developing a strategy for marketing of a product across the border?
- Q.4** Differentiate between direct and indirect exporting as a strategy.
- Q.5** Write short notes on **ANY TWO**
- a) Definition of International Business.
 - b) Absolute Cost Advantage Theory
 - c) Export Processing Zones.
 - d) Porter's Diamond Model.

SECTION – II

- Q.6** Write a note on FDI, FII as a part of capital movements.
- Q.7** Explain the significance of Business Ethics in global trade.
- Q.8** Discuss the role played by IT in global business dealings.
