

**Subject : International Business**

Day : Friday  
Date : 09/12/2016



Time : 02.00 PM TO 05.00 PM  
Max Marks : 80 Total Pages : 1

**N.B. :**

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

**SECTION-I**

- Q.1** Define Globalisation and Explain the Merits and Demerits of Globalization. (16)
- Q.2** Write a note on Exchange rate systems and also discuss the various factors affecting the exchange rates. (16)
- Q.3** In what respects International Business differ from the Domestic Business. (16)
- Q.4** "World Trade Organization (WTO) plays vital role in the International Business" Discuss. (16)
- Q.5** Write short notes on **ANY TWO** of the following : (16)
- a) International HRM : Challenges
  - b) SEZ
  - c) Currency Convertibility

**SECTION-II**

- Q.6** Draw the format of "Balance of Payment". How Current Account is different from "Trade Account". (16)
- Q.7** What is Multinational Company? Explain why companies engage in International Business? (16)
- Q.8** Differentiate between Domestic and Global Marketing Strategies. (16)

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