



UNIVERSITY OF PETROLEUM & ENERGY STUDIES

Centre: Dehradun

Examination : **End Semester Examination Dec 2018**
Programme & Branch : **MBA General**
Course Code : **INTB 8003**
Course Title : **International Business Management**

Semester: **III Semester**
Duration: **3 Hours**
Max. Marks: **100**

Section A

Answer all the questions

10 X 4 = 40 Marks

1. What are the drivers for internationalization? **[CO1]**
2. What are the differences between franchising and licensing? What are the differences between joint ventures and mergers? **[CO1]**
3. Brief mercantilism. **[CO5]**
4. Recent international legislations and proposals, such as the UN's Sustainable Development Goals, have put environmental issues at the forefront of international business development. Why? **[CO4]**
5. What is BOP crisis? What are the components of balance of payments? **[CO2]**
6. How does the currency depreciation can improve the current account? **[CO2]**
7. What is SDR (Special Drawing Rights)? What is the use of SDR reserve? **[CO2]**
8. Explain the three resolutions of disputes. **[CO4]**
9. How Wassily Leontief differs from Heckscher-Ohlin's factor endowment theory? **[CO2]**
10. Explain direct & indirect quotation of exchange rate and the calculation of cross rate. **[CO3]**

Section B

Answer any two questions

2 X 15 = 30 Marks

1. If you own a manufacturing firm, why do you go internationally? When you enter into international market, how do the four factors make your domestic firm to be a successful global firm? Explain with the help of Porter's diamond model. **[CO1,2,5]**
2. Discuss the different types of foreign exchange transactions and hedging tools in detail. **[CO3,5]**
3. Describe the political spectrum analysis in detail. Classify the characteristics of political risks and their outcome. **[CO4]**

Section C

Answer the following question

1 X 30= 30 Marks

11. Identify and analyse the problematic areas and 12 pillars of any two countries for doing business according to the recent global competitiveness index published by World Economic Forum and suggest for improving the competitiveness of those countries. **[CO3, 5]**



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Section A

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1. What is International Business? Why countries go internationally? [CO1]
2. What are the factors determine the exchange rate? [CO2]
3. What is balance of payment crisis? What are the components of it? [CO2]
4. Brief Triffin dilemma. [CO2]
5. If an IMF member faces BOP difficulty how IMF can through purchase and repurchase arrangement? [CO2]
6. Analyze the political spectrum of various forms of political ideologies. [CO3,4]
7. What are the major disparities in national laws affecting International Business? [CO4]
8. What is foreign bond? Brief bulldog, Matilda and samurai bonds. [CO3]
9. Brief absolute advantage theory. [CO2]
10. What is the definition of foreign exchange as per Foreign Exchange Management Act?[CO2]

Section B

Answer any two questions

2 X 15 = 30 Marks

1. How do you analyse product life cycle in trade? Apply product life cycle concept into non-cumulative diffusion pattern and discuss. [CO1,3,5]
2. Explain the different modes of going internationally in detail. [CO1]
3. Discuss the risks involved in international trade. How those risks have to be mitigated from the perspectives of buyer and seller. [CO2,3,4]

Section C

Answer the following question

1 X 30= 30 Marks

1. Identify and analyse the problematic areas and 12 pillars of any two countries for doing business according to the recent global competitiveness index published by World Economic Forum and suggest for improving the competitiveness of those countries. [CO3,5]