

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)
End Semester Examinations –Dec 2019/Jan 2020
M.B.A (Port and Shipping Management) /
(International Transportation and Logistics Management)
Semester- II
PG21T2205/PG22T2205 - International Business

Date: 10-12-2019

Max Marks: 60

Time: 3 Hrs.

Pass Marks: 30

PART – A

Answer **all the questions**. All the questions carry equal marks.

12 x 1 = 12 Marks

01. Which among the following is false about international business?
 - a) Creation and transfer of resources
 - b) Creation of goods and services
 - c) Non-creation of know-how and intellectual property
 - d) Creation of skills and information
02. -----the most commonly used single measure of a country's overall economic activity.
 - a) GDP
 - b) GNP
 - c) CAGR
 - d) None of the above
03. According to which theory, welfare was based on the possession of gold and silver
 - a) Absolute advantage
 - b) H-O theory
 - c) Mercantilism
 - d) Comparative advantage
04. The term 'competitive advantage' is related to
 - a) C.K Prahlad
 - b) Michael Porter
 - c) F.W. Taylor
 - d) Peter F. Drucker
05. A foreign government or enterprise hires the expertise appropriate to starting a new concern, plant, operation is known as
 - a) BOT
 - b) BOOT
 - c) PPP
 - d) Turnkey operation

06. About 90% by volume and 70% by value of the country's international trade is carried on through
- Road transport
 - Maritime transport
 - Rail transport
 - Air transport
07. Among the following which one is a policy in international markets in which governments do not restrict imports or exports?
- Monopolistic trade
 - Opportunistic trade
 - Domestic trade
 - Free trade
08. A company with offices in multiple nations that operates to achieve global objectives as well as local objectives
- Geocentric
 - Ethnocentric
 - Polycentric
 - None of the above
09. India's top export destinations are
- USA, Russia and South Africa
 - South Africa, Singapore and China
 - South Africa, Netherlands and Cambodia
 - USA, UAE, Hong Kong and China
10. A core idea about how a firm can best compete in the market place
- Marketing Strategy
 - Financial Strategy
 - Generic Strategy
 - Human Resources Strategy
11. The World Trade Organization (WTO) is established in the year
- 1995
 - 1997
 - 2000
 - 2009
12. What is India's position in World Bank's ease of doing business ranking in 2019?
- 77th
 - 64th
 - 63th
 - 78th

PART – B

Answer any **Five** of the following questions.

5 x 4 = 20 Marks

13. What is protectionism?
14. Define the term 'business processes' and explain the three types of it.
15. Critically comment the role of MNEs in present times.
16. Write a short note on 'Foreign Exchange Market'.
17. Explain briefly the trade regulatory mechanisms in India.
18. What is negative list in trade?
19. Distinguish between the American type of Accounting and English format.

PART – C

Question No.20 is compulsory and answer any three from the remaining five questions

4 x 7 = 28 Marks

20. In absolute advantage theory where the emphasis is only on marginal cost, comparative advantage theory takes into account both marginal and opportunity cost. Elaborate the answer with the relevant examples around the globe.
 21. The future of maritime trade depends on international business innovation and strategies". Comment
 22. Discuss the major problems faced by the export sector in India.
 23. Explain in detail Michael Porter's Value Chain Analysis.
 24. Discuss the future and relevance of the WTO.
 25. What is exactly meant by 'Ease of Doing Business' (EoDB)? Explain in detail India's performance in EoDB over a period of time.
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