

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – December 2022
Programme Name: MBA(ITL/PSM)
Semester: II
Subject Code: PG22T2205/PG21T2205
Subject Name: INTERNATIONAL BUSINESS

Date: 15.12.2022

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

10 x 1 = 10 Marks

1. OECD refers to
 - a. Organization for Enterprise Cooperation and Development
 - b. Organization for Economic Cooperation and Development
 - c. Organization for Exports Cooperation and Development
 - d. Organization for Environment Cooperation and Development

2. A firm given access to some of the patents, trademarks, or technology of another firm in exchange for a fee or royalty is known as
 - a. License
 - b. Licensor
 - c. Licensee
 - d. None of the above

3. Factor endowment theory is also known as
 - a. International product life cycle (IPLC) theory

- b. Leontief paradox theory
- c. Heckscher-Ohlin theory
- d. product life cycle (IPLC) theory

4. A group of firms that collectively agree to fix prices or quantities sold in an effort to control prices is known as

- a. Cartel
- b. Embargo
- c. Quota
- d. Tariff

5. _____ is a non-personal form of promotion in which a firm attempts to persuade consumers to a particular point of view.

- a. Promotion
- b. Advertising
- c. Personal selling
- d. Dumping

6. Which of the following are the types of training and development programs?

- a. Standardized training programs
- b. Tailor-made training programs
- c. Both (a) & (b)
- d. None of the above

7. When did the World Trade Organization come into effect?

- a. March 6, 1996
- b. April 8, 1994
- c. February 5, 1999
- d. January 1, 1995

8. NAFTA is an example of _____.

- a. Common Market
- b. Customers Union
- c. Economic Community

d. Free Trade Area

9. Balance of trade is the _____.

- a. Difference between export and import of services
- b. Total of export and import of services
- c. Difference between export and import of goods
- d. Total of export and import of goods

10. _____ is the removal or reduction of restrictions or barriers on the free exchange of goods between nations.

- a. Privatisation
- b. Globalisation
- c. Liberalisation
- d. Anti Dumping

Section B

Five Questions of 02 Marks each

5 x 2 = 10 Marks

- 11. Define the term multinational enterprise.
- 12. Write a short note on Purchasing power parity.
- 13. Explain International logistics.
- 14. Describe European Union.
- 15. What is Target Plus Scheme?

Section C

Seven Questions of 08 Marks each of which any 05 questions to be answered.

5 x 8 = 40 Marks

- 16. Explain strategic management. Discuss the steps involved in the strategic management process.

17. Contrast the theories of absolute advantage and comparative advantage with appropriate examples.
18. Examine the process used to conduct an international market assessment of goods and services.
19. Describe the international division and global structures that are used as firms increase their international presence.
20. What are the important forms of economic integration? Discuss.
21. Examine the rationale and scope of South-South cooperation.
22. Give a brief account of the major problems of India's export sector.