

INTERNATIONAL BUSINESS

SECTION ' A'. 5 x 10 = 5

(Total 10 Question, Attempt ALL, write correct option in space provided in assignment sheets)

01. Very short type questions.

- A. What is the full form of GATT?
- B. What is the full form of WTO?
- C. What is the full form SEZ?
- D. What is the full form of FDI ?
- E. Which country follow the currency board system of exchange rate management ?
- F. Which is the most important currency in the world after the collapse of bretton woods?
- G. International promotions are concerned with the planning, implementation and control of persuasive communication with customers in the international arena. (True or false)
- H. An ethnocentric approach in staffing policy can result in cultural myopia. (true or false)
- I. The export policy is announced for a period of year.
- J. The export import bank of India, set up in 1982.(true/false)

SECTION ' B'. 1 x 5 = 5

(Total 10 Question, Attempt FIVE, question as per internal choice, write in space provided in assignment sheets)

2. What is globalization?

OR

What is WTO?

3. What do you mean by FDI?

OR

What is SEZ?

4. What is FEMA?

OR

What is GATT?

5. WHAT IS INTERNATIONAL MARKETING?

OR

WHAT DO YOU mean by global market segmentation?

6. What is business process outsourcing?

OR

Define EXIM bank.

SECTION ' C'. 2 x 3 = 6

(Total 5 Question, Attempt Three, question as per internal choice, write in space provided in assignment sheets)

7. Briefly explain criticism of WTO.

OR

Briefly explain special economic zones.

8. What do you mean by core-competencies? Explain.

OR

Write short note on international promotion and online marketing.

9. Briefly explain foreign exchange dealers association of india.

SECTION ' D'. 3 x 3 = 9

(Total 5 Question, Attempt Three, question as per internal choice, write in space provided in assignment sheets)

10. Discuss the problem and prospects of globalization.

OR

Describe the features of “services from india scheme”.

11. How would you define economic exposure to exchange risk?

OR

Why firms go international? What are the problems inherent in international marketing?

12. What is the role played by exim bank in international marketing?

SECTION ' E'. 5 x 1 = 5

(Total 2 Question, any one, write in space provided in assignment sheets)

13. What are the important steps in developing an effective international marketing communication?

OR

What are the advantages and disadvantages of FDI as compared to licensing agreement with a foreign partner?