Seat No.: ________ Enrolment No.______________

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A -IIInd SEMESTER–EXAMINATION – MAY/JUNE- 2012

Subject code: 2830006 **Date: 29/05/2012**

Subject Name: International Business (IB)

Time: 02:30 pm – 05:30 pm **Total Marks: 70**

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Identify and explain the factors contributed to the increased growth in globalization.	**07**
	(b)	Discuss major ways in which societies rank people (social stratification systems). How these ways of social stratification affect international business practices?	**07**
Q.2	**(a)**	Discuss different types of Regional Economic Integration. What are the effects of Regional Economic Integration on countries?	**07**
	(b)	Explain various Nontariff barriers that directly affect prices to limit trade.	**07**
		OR	
	(b)	What are Hard and Soft currencies? How do countries control foreign exchange convertibility?	**07**
Q.3	**(a)**	Which are the principal types of strategies that the company operating internationally can choose? Discuss implications of each strategy for configuring and co-ordination an international value chain.	**07**
	(b)	Which factors are considered by managers in analyzing the risk (in country scanning process)? Discuss different approaches used by managers to predict Political Risk.	**07**
		OR	
Q.3	**(a)**	Which are three types of Importers? Discuss strategic advantages of imports.	**07**
	(b)	Explain different types of organization structure with horizontal differentiation used by multinational enterprises.	**07**
Q.4	**(a)**	How does international economic analysis help managers better interpret markets and improve their decision making?	**07**
	(b)	Discuss economic rationales behind government intervention in international trade practices.	**07**
		OR	
Q.4	**(a)**	What is Counter trade? Discuss advantages and disadvantages of counter trade.	**07**
	(b)	Who are expatriates? Discuss key aspects of Expatriate compensation.	**07**
Q.5	**(a)**	Which legal, cultural and economic factors influence companies to alter their products to fit the needs of customer in different countries?	**07**
	(b)	What is global supply chain? Describe four key factors in global manufacturing strategy.	**07**
		OR	
Q.5	**(a)**	In what ways do financial statements in one country differ from those in another country?	**07**
	(b)	Discuss various types of International Bonds. Why International Bond market is attractive?	**07**

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