Seat No.: ________ Enrolment No.______________

GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A -IVth SEMESTER–EXAMINATION – MAY- 2012

Subject code: 840002 **Date: 16/05/2012**

Subject Name: International Business (IB)

Time: 10:30 am – 01:30 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)	Explain the various factors that have contributed to the increased growth in globalization in recent decades.	07
	(b)	Describe totalitarianism and its representation in terms of different forms of political systems.	07
Q.2	(a)	Discuss the different economic measures that managers use to assess a country's level of performance and potential.	07
	(b)	Why do companies need to care about ethical behavior in international business?	07
		OR	
	(b)	'A major component of most companies' strategies for ethical and socially responsible behavior is a code of conduct'. Explain code of conduct in the context of international operations.	07
Q.3	(a)	Discuss the roles of similarity among countries in terms of economic, cultural and political levels as well as the role that distance plays in determination of trading partners.	07
	(b)	Delineate the economic rationales that help explain governmental intervention in trade.	07
		OR	
Q.3	(a)	Describe the static and dynamic impacts of trade agreements on trade and investment flows.	07
	(b)	Discuss the different types of foreign exchange instruments traded in the foreign exchange markets.	07
Q.4	(a)	Delineate the four basic strategies that MNEs choose from, to guide how they will enter and compete in the international environment.	07
	(b)	What are the key questions a company needs to address in evaluating the export option as an entry mode in international business?	07
		OR	
Q.4	(a)	Explain the reasons that companies collaborate with other companies in foreign operations.	07
	(b)	Discuss the role of countertrade in international business.	07
Q.5	(a)	What are the legal, cultural and economic reasons for companies to alter their products to fit the needs of the customers in different countries?	07
	(b)	Companies pursue global sourcing strategies for a number of reasons. Discuss the advantages and concerns associated with global sourcing.	07
		OR	
Q.5	(a)	Explain the concept of corporate governance in the international context.	07
	(b)	What are the issues that a company needs to deal with while training expatriates for their overseas assignment?	07

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