

**ANURAG Engineering College**  
(An Autonomous Institution)  
I MBA II Semester Regular Examinations, July/August – 2024  
**INTERNATIONAL BUSINESS**  
(MASTER OF BUSINESS ADMINISTRATION)

Time: 3 Hours

Max. Marks: 60

<b>Section – A (Short Answer type questions)</b>		<b>(10 Marks)</b>		
<b>Answer All Questions</b>		<b>Course Outcome</b>	<b>B.T Level</b>	<b>Marks</b>
1.	Extend your knowledge on Strategic alliance?	CO1	L2	1M
2.	List out the drivers of international Business.	CO1	L1	1M
3.	What is Mercantilism?	CO2	L1	1M
4.	Define Trade Cycle and List out phase of Trade Cycle?	CO2	L2	1M
5.	List out the G8 nations for MTA?	CO3	L2	1M
6.	List out the Regional Economic groups internationally?	CO3	L2	1M
7.	Write about the Transnational strategy?	CO4	L1	1M
8.	Are the Joint Venture needs for Strategic Alliance? Comment.	CO4	L2	1M
9.	What is Rebate and Commission in International Business?	CO5	L1	1M
10.	Define Vertical Integration.	CO5	L1	1M

<b>Section B (Essay Questions)</b>		<b>(5 X 10M = 50M)</b>		
<b>Answer all questions, each question carries equal marks.</b>				
11. A)	Classify the International Business Environment. Explain briefly	CO1	L3	10M
	<b>OR</b>			
B)	What are the Impediments in International Business? Explain.	CO1	L3	10M
12. A)	How does the Balance of Payment affect Economic development? Explain.	CO2	L3	10M
	<b>OR</b>			
B)	Explain the Product Life Cycle with suitable examples.	CO2	L2	10M
13. A)	How the International Trade Policy natured for Indian Economy? Explain.	CO3	L3	10M
	<b>OR</b>			
B)	Explain the Levels of Economic Integration with its Benefits?	CO3	L2	10M
14. A)	Identify the steps for Strategy implementation process? Explain.	CO4	L3	10M
	<b>OR</b>			
B)	Analyse the Michel E Porter's Value Chain model for analysis the flow of value-adding actives to the firm?	CO4	L3	10M
15. A)	Explain the International HR activities.	CO5	L2	10M
	<b>OR</b>			
B)	Compare and Contrast the Forex Market and International Monetary System?	CO5	L3	10M