

**2016**

**MBA**

**3rd Semester Examination**

**INTERNATIONAL BUSINESS ENVIRONMENT**

**(Compulsory Paper)**

**PAPER—308**

*Full Marks : 100*

*Time : 3 Hours*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

1. Answer any *eight* questions : 5×8
- (a) What do you mean by social attitude towards business ?
- (b) How does cultural environment influence international business ? Explain with example.

*(Turn Over)*

- (c) Explain how a MNC faces regulatory environment across domestic, foreign and international business.
- (d) Give a brief account of the methods of technology transfer.
- (e) Explain Hecksher-Ohlin theory of trade including its limitation.
- (f) Give a brief outline of evolution of WTO.
- (g) What are the major arguments against trade protectionism ?
- (h) Distinguish between 'Quota' and 'Tariff' as an instrument of trade barrier.
- (i) Write a short note on 'Bretton-Wood System'.
- (j) What are the prime factors responsible for international investment ?
- (k) Discuss any two limitations of FDI.
- (l) Write a short note on 'European Union'.

2. Answer any *four* questions :

10×4

- (a) "Firms need global orientation even to survive in the domestic market" — Discuss. 10

- (b) How do you relate economic environment to business ?  
Explain with example. 10
- (c) What is exchange rate ? Explain how exchange rate is  
determined under the 'managed float' mechanism. 3+7
- (d) Examine briefly the impact of WTO on a developing  
country like India. 10
- (e) What is 'Regional Trading Bloc' ? What are the  
motivations behind formation of trading blocs ? 3+7
- (f) Why is China ahead of India in attracting FDI ? Illustrate. 10

**[ Internal Assessment : 20 ]**

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