

**2017**

**MBA**

**3rd Semester Examination**

**INTERNATIONAL BUSINESS ENVIRONMENT**

**Compulsory Paper**

**PAPER—303**

*Full Marks : 100*

*Time : 3 Hours*

*The figures in the right-hand 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 : 8×5
- (a) How do you relate international marketing to international business ?
- (b) Briefly explain how demographic factors influence international business.

*(Turn Over)*

- (c) What is 'Leontief Paradox'? Explain with example.
- (d) Explain International Product Life Cycle theory of trade.
- (e) Distinguish between 'joint venture' and 'strategic alliance'.
- (f) Differentiate between WTO and GATT.
- (g) Ellucidate major advantages of FDI in developing country like India.
- (h) Write a short note on United Nation's Dispute Settlement Board (DSB).
- (i) What do you mean by 'international liquidity'? Explain in this connection the term 'Special Drawing Rights' (SDRs). 2+3
- (j) What is 'Cultural Shock'? Explain 'with example.

(k) Discuss how Free Trade Zone (FTZ) is different from Export Processing Zone (EPZ). 5

(l) What are the advantages of flexible exchange rate?

2. Answer any *four* questions : 4×10

(a) How does the political environment influence business of a country?

(b) What do you mean by 'balance of payment deficits'? Discuss the methods of financing BOP deficits.

3+7

(c) Give an outline of major instruments of trade protection.

(d) What are the purposes of World Bank? Discuss the guiding principles of the Bank. Explain the concept of 'Structural Adjustment Lending'. 3+4+3

(e) The concept of multi-nationality has several dimensions. What are these dimensions? Discuss the arguments in favour of and against the MNCs.

4+6

(f) Write short notes on any *two* :

5+5

- (i) EU ;
- (ii) ASEAN ;
- (iii) NAFTA ;
- (iv) IMF.

**[ Internal Assessment : 20 Marks ]**

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