

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 8 - EXAMINATION – WINTER – 2016

Subject Code: 4180502**Date: 21/10/2016****Subject Name: International Business****Time: 02:30 pm to 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) Explain the driving forces of Globalization with example. **07**
 (b) Take an example of any two countries and explain how the cultural differences between the two countries affect the business relation between them. **07**

- Q.2** (a) What is Horizontal and Vertical FDI? Explain the FDI in the world Economy with suitable Examples. **07**
 (b) What is foreign exchange? Mention players of foreign exchange market and some aspects of foreign exchange market. **07**

OR

- (b) Explain spot market and forward market in detail. **07**

- Q.3** (a) State the difference between Fixed Vs. Floating Exchange rates. **07**
 (b) Explain IMF in brief & Role of IMF in today's scenario. **07**

OR

- Q.3** (a) Discuss the various types of entry strategies that firms can use in International Business. **07**
 (b) Write a short note on Merger, Acquisition and Strategic Alliance with suitable example of International Business. **07**

- Q.4** (a) Explain the strategic role of International HRM. **07**
 (b) Explain the stages of Export development and the role of government to enhance the export development. **07**

OR

- Q.4** (a) Discuss the types of market segmentation in case of International Business. **07**
 (b) Explain pricing and distribution strategies in context to International business. **07**

- Q.5** (a) Explain the Process of selecting Expatriate. Discuss reason of expatriate failure and training expatriates. **07**
 (b) How the International Labor Relations affect the International Trade? **07**

OR

- Q.5** (a) What are the main advantages and disadvantages of ethnocentric, polycentric, and geocentric approaches to international staffing policy? **07**
 (b) Write a short note on: Export and Import Financing **07**
