

# END TERM EXAMINATION

SIXTH SEMESTER [BBA/BBA(TTM)] MAY-2010

Paper Code: BBA/BBA (TTM) 308

Subject: International Business Management

Paper ID: 17/50308

Time : 3 Hours

Maximum Marks : 75

*Note: Attempt the following questions with internal choices. . All questions carry equal marks.*

Q1. What have been the current trends, challenges and opportunities in International Business Environment?

OR

How has globalization affected foreign investment in India since 1991, Enumerate your answer with appropriate examples.

Q2. What are the various trade barriers? Explain the various tariff and non-tariff barriers with appropriate examples.

OR

What are the various stages of technology transfer? What are the various factors to be kept in mind to facilitate smooth transfer.

Q3. Explain the process of global strategic management for achieving global competitive advantages. Enumerate your answer with appropriate examples.

OR

Elaborate the salient features of cross border mergers and acquisitions. How is financial integration achieved under the circumstances?

Q4. Explain with appropriate examples the cultural differences between India and U.S.A. What strategy should a H.R. Manager follow in these 2 regions.

OR

- (a) Write short notes on a corporate governance.
- (b) Motivating employee in global context

Q5. Write short note on **any three** of the following:

- (a) World Bank
- (b) Rationale for globalization
- (c) Structure of global organization
- (d) Selection in global context.