

END TERM EXAMINATION

SIXTH SEMESTER [BBA/BBA(TTM)] MAY-JUNE 2011

Paper Code: BBA/BBA(TTM)308

Subject: International Business
Management

Time : 3 Hours

Maximum Marks : 75

Note: Attempt all questions. Internal choice is indicated. All questions carry 15 marks each.

- Q1 Write short notes on **any three** of the following:-
- (a) Role of World Bank in development of Developing Countries.
 - (b) Various types of Non Tariff and Tariff Barriers to International Trade.
 - (c) Distinctive Competitive Advantages-types and their relevance in International Business.
 - (d) Multicultural Management Approaches.
 - (e) Various Social Responsibilities of TNCs.

- Q2 What is the impact of globalization on International Business growth? How it had helped the growth of FDI and FII. Discuss in context of India.

OR

Discuss the challenges involved in doing International Business. What opportunities are provided by International Business to any company and to a country?

- Q3 Discuss various International Business Theories. What is their relevance in doing International Business? Give examples to illustrate your answer.

OR

How Technological Developments have impacted the process of globalization? How technology transfer takes place from one country to another? Discuss the process while commenting on its spillover effects.

- Q4 What are the various structures used by global organizations in coordinating their activities? Discuss the advantages and limitations of these various types of global organization structures.

OR

What strategies are proposed by different authorities for achieving Global Competitive Advantages? Discuss there strategies in detail, giving suitable examples.

- Q5 (a) How Employees need to be compensated in global context?
(b) Discuss System of Performance Appraisal as a part of global Human Resource Management.

OR

- (a) What approaches are suggested for Managing Diversity within and across cultures?
(b) How to do Country Risk Analysis?