

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 8 • EXAMINATION – WINTER - 2018

Subject Code: 4180502**Date: 26/11/2018****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) What do you mean by International Business? “Managing an international business is different from managing a domestic business” Evaluate this statement in terms International Business. **07**
- (b) What is Culture? Describe the importance of Education and Language in International Business **07**
- Q.2** (a) Explain the concept of Global Competitive Alignment Matrix. **07**
- (b) What do you mean by Horizontal FDI? How is it different from Vertical FDI? **07**
- OR**
- (b) Explain in detail Hecksher-Ohin theory. **07**
- Q.3** (a) What do you mean by Currency Convertibility? How is it useful in International Business? **07**
- (b) What do you mean by Spot and Forward Market? Explain with Example. **07**
- OR**
- Q.3** (a) Explain the difference between Fixed and Floating exchange rates? **07**
- (b) Explain in detail the Functions and Nature of Foreign exchange market? **07**
- Q.4** (a) Export Assistance can be very helpful for the development of the concept of “Make in India”. Do you agree? Explain. **07**
- (b) What do you mean by Greenfield venture? Explain with example. **07**
- OR**
- Q.4** (a) What are the different Government schemes which are helpful for Export? **07**
- (b) What do you mean by Strategic Alliances? Explain the advantages and disadvantages of Strategic Alliances. **07**
- Q.5** (a) How can a pricing strategy play an important role in International Business? **07**
- (b) What are the different methods of compensation in International Business? **07**
- OR**
- Q.5** (a) Write a note on staffing policy in International Business? **07**
- (b) What do you mean by International Labour Relations? Explain with example. **07**
