

Printed Pages: 4

NMBA-032

(Following Paper ID and Roll No. to be filled in your  
Answer Books)

Paper ID : 2289866

Roll No.

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**MBA****Regular Theory Examination (Odd Sem-III), 2016-17****INTERNATIONAL BUSINESS  
MANAGEMENT***Time : 3 Hours**Max. Marks : 100***SECTION - A**

1. Attempt all questions. All questions carry equal marks. Write answer of each question in short  
(10×2=20)

- a) Define globalization.
- b) What is the full form of UNCTAD and IBRD?
- c) What is dumping?
- d) Define ethnocentric.
- e) What is international business?
- f) Define tariff.
- g) What is SAARC?
- h) What do you mean by FOREX?
- i) Define polycentric.
- j) What is interest rate?

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## SECTION - B

## 2. Attempt any Five questions from this section

(5×10=50)

- a) "International business is more complex, and works in greater diversity and operational complexity than domestic business". Elucidate.
- b) Compare the theory of absolute advantage and the theory of comparative advantage and comment on their relevance in the presence era of modern trade.
- c) Explain the importance of the product life-cycle theory in explaining trade between nations.
- d) What do you meant by regional economic integration? Explain the different stages in the integration of economies giving suitable examples.
- e) "The failure of the GATT led to the creation of the WTO." Do you agree? Give reasons.
- f) Critically examine the determinants of Foreign Exchange system during the post reform period.
- g) What do you understand by international HRM? Discuss the salient features of international HRM policy in terms of a firm's strategic orientation.
- h) Discuss Fixed, Floating and Managed exchange rate system along with their merits and demerits.

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## SECTION - C

3. Attempt any two questions from this section  
(2×15=30)

Amit Berry is the president and the owner of ABBC Ltd, a leading cosmetic supplier across transatlantic region. Berry realized that if his company was to survive in the long run, the manufacturing operations need to become more effective and the company has to revise its strategy in order to cope with prevailing Competition in the market. Relaxed tariff barriers had become a head ache to Berry because it increased the level of competition to them in all of the country in transatlantic region, particularly in the cosmetics industry.

GATT had meant relaxed tariff barriers, allowing the free flow of goods and services into that region. Thus it results in increase of foreign manufactured products, including cosmetics, which were priced competitively and were perceived by domestic consumers to be superior in quality. Now company is facing a cut throat competition. Berry had gone in silence and did not know what to do? When to do?

Berry had recently attended a seminar on TQM. Berry is now uncertain whether his company would be able to implement TQM, a system that appeared to be based on different norms and values than those of the workers of that region.

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**Questions :**

1. Are the cultural assumptions on which TQM is based compatible or non compatible with Indian culture?
2. How does the relaxed GATT tariff in international business become a barrier to Berry and Co?
3. What are the elements of TQM? What is the significance of adopting TQM in international business management?

