

MAY 2015

P/ID 77809/PMSN2

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the recent notable changes in international business environment? Explain.
2. Briefly explain the correlation between the trade and investments.
3. Explain the objectives of International Monetary Systems.
4. What are the legal procedures need to be transacted while converting the currency? Explain.
5. Briefly explain the current key issues of international business.
6. What are the compulsions of a government of a nation to support the international business? Explain.

7. Briefly explain the objectives and importance of foreign collaboration.
8. Explain the salient features of international product branding.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What are the different modes of international business? Explain.
10. Explain the external factors influencing the international business.
11. How the current exchange restrictions are protecting the customers (participants)? Explain.
12. Discuss the role of international monetary system.
13. Draw out and explain the dynamics of international business.
14. Explain the political impact on multinational enterprises.
15. What are the steps involved in scanning for alternatives? Explain.
16. Discuss the different sources of funds for export financing.

PART C — (1 × 20 = 20 marks)

Compulsory question.

17. “Designing of a product policy is demanding a huge volume of information from both internal as well as external sources, that is, the imperfect information is always lead to designing of imperfect product policy. At the same time, the collection of reliable information about a product that too, from an external source is very tough”. Then how a reliable as well as valid product policy can be designed? How the above said issue can be addressed? Discuss.
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