

MAY 2016

P/ID 77809/PMSN2

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the benefits of International business for a country?
2. State the gains from trade.
3. Explain the operational impact of MNE.
4. Briefly explain the objectives of foreign collaboration.
5. Explain the salient features of International pricing.
6. Briefly explain Internationalisation process.
7. Briefly explain about the working of foreign exchange market.
8. Explain the dynamics of International business.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the organisational structure in International business.

10. Discuss the measures taken by Government of India for export promotion.
11. Explain different stages in Internationalisation process.
12. Discuss the impact on exchange restrictions.
13. Discuss the role of International monetary system in detail.
14. What are the steps involved in scanning for alternatives? Explain.
15. Explain the salient features of International product promotion.
16. Discuss the forms of International Business.

PART C — (1 × 20 = 20 marks)

Compulsory

17. You want to assess the global market potentials for the herbal products which you are manufacturing in India. How would you proceed with the task.
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