MBA- 2\textsuperscript{nd} Semester Examination
June-July 2013
International Business
Subject Code: MSL- 510

Time Allowed: 03 hours.   Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

\textbf{Note: Attempt any five questions and all questions carry equal marks.}

\textbf{Section – A}

1. (a) Define International Business and explain the concept and barrier of IB.
   
   (b) Explain comparative advantage theory  \(10^*2\)

2. What are the various market entry modes & strategies in IB? \(20\)

3. Write short notes on:
   
   (a) Lessard- Lorange Model \(10\)
   
   (b) Exchange rate mechanism \(10\)

\textbf{Section – B}

4. What are the various decisions taken by a firm in the process of internationalization manufacturing and distribution channel? \(20\)

5. Write short on:
   
   (a)International branding decisions \(10\)
   
   (b) International country selection \(10\)

6. Elucidate International HRM functions to be performed in the process of internationalization. \(20\)