MBA 2\textsuperscript{nd} Semester Examination
June 2014
Subject - International Business
Subject Code - MSL 510

Time Allowed: 03 hours. synonymous 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:} All questions carry equal marks. Ques. No. 1 is Compulsory and attempt two questions from each section.

1(a) What are the various cross cultural challenges faced in international business?
(b) Explain the levels of economic integrations.
(c) Explain various location decisions.
(d) Explain comparative cost advantage theory of IB.

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\text{(5\times4)}
\end{align*}

\textbf{SECTION – A}

2. Explain the various entry modes of international business. (20)

3. “FDI is an unmixed blessing”. Explain this statement from the viewpoint of both the home and host countries. (20)

4(a) Describe the concept and necessity of consolidating financial statements. (10)
(b) Do you think global financial institutions have helped in the process of globalisation? How? (10)

\textbf{SECTION – B}

5. What is a distribution channel? List the main types of distribution channels and explain the various decisions taken in international distributions. (20)

6. What product and promotion related decisions are to be taken in international marketing? (20)

7. “Human resource management is highly complex in an international firm”. Explain. (20)