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DMI-ST. EUGENE UNIVERSITY
DEGREE EXAMINATION – DECEMBER – 2022

SEM: VIII **551/552MG83 INTERNATIONAL BUSINESS**

Time: 3 Hours Max. Marks: 100

Answer any Five questions (5 x 20 = 100 Marks)

1. a) Define International business and give its importance in the modern business environment. (5 Marks)
   b) Which theory is more relevant to today's international business? Why? (5 Marks)
   c) Discuss the benefit of globalization to developing countries. (10 Marks)
2. a) Describe with examples contractual strategic alliance. (10 Marks)
   b) Explain in details the limitation of contract manufacturing. (10 Marks)
3. a) Multinational companies are heavily engaged in international trade .How do international corporation benefit from globalization? (10 Marks)
   b) Multinational companies are affected by more than one culture at time .What are the cultural problems encountered by multinational companies? (10 Marks)
4. a) Explain the components of balance of payment (BOP) account and explain the economic implication of the deficit or surplus of BOP. (10 Marks)
   b) Define balance of payments and explain the components of the balance of payments. (10 Marks)
5. a) Illustrate the responsibilities of manager imports. (10 Marks)
   b) Explain in details the steps in processing export order. (10 Marks)
6. a) Discuss with example the comparison between the Ethnocentric Approaches and Polycentric Approach. (10 Marks)
   b) Discuss with example the comparison between the regiocentric Approach and geocentric Approach. (10 Marks)

7. a) In what ways is exporting a better way of entering into international markets than setting up Wholly owned subsidiaries abroad. (10 Marks)

   b) Discuss briefly the factors that govern the choice of mode of entry into international business. (10 Marks)