

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2078
Bachelor of Business Studies (BBS)
Semester - VII

Subject: International Business Environment
Full Marks: 60 Pass Marks: 30

Course Code: MGMT 472
Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer ALL the questions.

1. Enlist the four features of transnational stages of international business.
2. Point out any four demerits of globalization.
3. List out any four advantages of international business.
4. Give the concept of factor endowment theory of international business.
5. What is distributive political risk?
6. Illustrate any four major characteristics of mixed economy system.
7. List out any four disadvantages of multinational company for host country.
8. Write on purchasing power parity theory of foreign exchange rate.
9. Present any four major objectives of BIMSTEC.
10. 'Trade Mission' is a tool of business promotion for international marketing. Describe.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any THREE questions.

11. Give the meaning of international business. Explain the importance of international business and globalization. [2+3+3]
12. Explain the mercantilism theory of trade based on supportive factors and critical review. [4+4]
13. Write short notes (Any two). [4+4]
 - a. Collectivisms political system
 - b. Cultural diversity
 - c. Foreign exchange system in Nepal
14. State the meaning of political risk and its measure to management. Explain the legal issues in international business. [2+2+4]
15. What is balance of trade? Differentiate between balance of trade and balance of payment. [2+6]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any TWO questions.

16. State the concept of international business and globalization. Describe evolution stages and reasons for companies are engaged in international business. [3+7+3]
17. Explain the objectives of GATT and WTO with its organizational structure. Describe the relationship between them in prospective of economic organizations. [3+5+5]
18. What is pricing? Explore the pricing strategies and decision for international and global market. Also elaborate the alternative product strategies for international marketing opportunities for new product and communication option. [3+5+5]

THE END