

Mid-West University
Examinations Management Office
Surkhet, Nepal
Chance Examination-2080
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. Mention any four factors leading to growth in international business.
2. Briefly describe the multinational stage in evolution of international business.
3. Outline the four factors included on Porter Diamond theory of international business.
4. "Factor endowment theory of trade is based on natural gift." Discuss
5. Define Purchasing Power Parity (PPP) as an element of economic environment.
6. What is distributive political risk? Briefly explain.
7. Illustrate the organs of EU.
8. Outline any four functions of ASEAN.
9. Point out any four objectives of promotion strategy.
10. Physical distribution is a so important factor for distribution strategies formulation. Comment.

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

Answer any **THREE** questions.

11. Define international business. Describe the modes of international business operation. [2+6]
12. What is product life cycle theory of international business. Describe its features and limitations. [2+3+3]
13. Clarify the meaning of cultural diversity. Explain the measures to management of cultural diversity for international business success. [2+6]
14. Outline the objectives, functions and organs of BIMSTEC. [2+3+3]
15. Explain the considering factors of product strategy development for international business. [8]

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

Answer any **TWO** questions.

16. Describe the concept of globalization in international business. Explain the driving forces and development stage of international business. [2+5+6]
17. Clarify the concept of individualism and collectivism political ideology. Compare and contrast between them in relation with their meaning, principle, advantages and weaknesses. [5+8]
18. Explain the objectives, functions and organizational structure of the World Trade Organization (WTO) in relation to international and globalization business. [5+4+4]

THE END