



MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2018
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - VII

Subject: International Business Environment
Full Marks: 100

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 2 = 20 MARKS)

Answer **ALL** questions.

- Q1. What is product life cycle?
- Q2. List out four reasons why companies are engaged in international business.
- Q3. Give the meaning of 'Green Measurement of GNP'.
- Q4. Clarify the meaning of 'Comparative Advantages Theory'.
- Q5. State any four causes of political risk in international business.
- Q6. List out two new member countries of BIMSTEC.
- Q7. Point out any four information sources on international market identification.
- Q8. Why does a firm need to have good understanding of international business environment?
- Q9. "Moral obligation is emerging ethical issues in international business". Explain.
- Q10. State the concept of ethnocentric market strategy.

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any **SIX** questions.

- Q11. State and explain the factor leading to growth in international business. 8
- Q12. Explain the cost advantages theory of international trade with its assumption, supportive factors and critical review. 2+3+3
- Q13. What is product strategy? State and explain the factors to consider on product strategy development. 2+6
- Q14. Define multinational company? Explain the impacts of multinational company on host countries. 2+3+3
- Q15. "Mixed economy system is a compound of pure market and pure command economy system". Explain the statement based on concept, features and advantages. 8
- Q16. Write the meaning of legal system. Describe the types of legal system. 3+5
- Q17. Clarify the meaning of cultural diversity. Explain the measures to management of cultural diversity. 3+5
- Q18. Write short notes on (any two): 4+4
 - a) Ethics and social responsibility
 - b) Sales promotion
 - c) ASEAN

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any **TWO** questions.

- Q19. Define the term international business and globalization. Explain the evolution stage of international business. And state the modes of operations and development stage of international business. 4+6+6
- Q20. Clarify the meaning of individualism and collectivism ideology. Compare and contrast between them based on meaning, principles, advantages and weakness. 4+12
- Q21. State the objectives and functions of GATT and WTO. Explain the organizational structure for GATT and WTO operation. Also establish the relationship between WTO and GATT in perspective of economic organizations. 6+6+4