

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2079
Master of Business Studies (MBS)
Semester - II

Subject: International Business

Course Code: MGMT 523

Full Marks: 60 Pass Marks: 30

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: CRITICAL THINKING QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions:

1. Define globalization.
2. Point out the basic principles of multilateral trade negotiation
3. What is centrally planned economy?
4. What is spot exchange rate?
5. Mention the forms of globalization.
6. Define non-convertible currency.
7. Point out the first mover advantages.
8. What is counter trade?
9. Point out any four gains from international trade.
10. Define joint ventures.

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

Answer any **THREE** questions:

11. Country similarity theory says that any product produced in home country can be easily marketed and consumed in similar countries. Give your logics with relevant examples. [6+2]
12. What is cultural diversity? Explain the four dimensions of cultural diversity, according to Greet Hofsted. [2+6]
13. If you are entering a foreign market, what factors would you consider for selecting the market? Explain [8]
14. Briefly explain the drivers of globalization with relevant examples. [6+2]
15. Write short notes on the followings. (any two) [4+4]
 - a. Law of one price
 - b. Purchasing power parity
 - c. The fisher effect

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

Answer any **TWO** questions:

16. Is human resource management highly complex in an international firm? Explain the different staffing policies followed by different international firms. [5+8]
17. Do you believe that giving protection to the domestic industries will enhance their efficiency? Give your own view. Explain the economic and noneconomic factors that argue for trade protection. [3+10]
18. "Supporters of globalization believe that increased trade and cross-border investment means lower prices for goods and services, greater economic growth, higher consumer income, and more jobs". Justify the above statement with suitable examples. [10+3]

THE END