

1 . Section A consists of TEN short answers questions. The candidate has to answer FIVE questions. The answer shall not exceed 1 page each.

2. Section B consists of FIVE questions. Each question consists of either or choices and the candidate has to answer either (a) or (b) from each question. The answer shall not exceed 5 pages each.

SECTION - A (5 x 3 = 15 Marks)

Write briefly on any FIVE of the following:

- a) Explain the concept of international business
- b) Meaning of strategic planning
- c) Multinational corporation
- d) International corporate culture
- e) Multi lateral trade
- f) Negotiations in International Business
- g) International Corporate culture
- h) Ethnocentric human resource approach
- i) International property rights
- j) International logistics

SECTION - B (5 x 12 = 60 Marks)

2. a) Write the process of internationalisation of domestic business.
OR
b) Explain the modern theory of international trade.
3. a) 'International corporate structure is different from domestic firm', Why and how?
OR
b) 'Internal business success depends upon strategic considerations'. Do you agree with this? Defend your answer.
4. a) How do a firm adapt multinational corporate culture?
OR
b) How do you assess the performance of an international business firm?
5. a) Explain the role of W.T.O. in regulating international trade.
OR
b) Explain the performance of any one regional trade group of your' choice.
6. a) What are Multilateral Agreements? Discuss.
OR
b) What do you understand by Regional Trade Grouping? Explain.