

Roll No .....

### MAM-606

### MAM/MBA (Dual Degree/Integrated Course),

### VI Semester

Examination, May 2019

### International Business Management

Time : Three Hours

Maximum Marks : 70

- Note: i) Attempt any Five questions.  
 ii) All questions carry equal marks.

1. a) What are the different theories of international business? Explain any one of them. 7  
 b) Explain the different modes of entry in international Business. 7
2. a) Discuss the impact of social and economic environment on international trade. 7  
 b) Briefly discuss the role of World Bank in international trade. 7
3. a) Discuss the importance of WTO in International Business. 7  
 b) Discuss the basic features of EXIM policy of India. 7
4. a) What do you mean by export documentation and procedures for export promotion in India? Discuss. 7  
 b) Write short notes on: 7  
     i) NAFTA  
     ii) EU

5. a) Discuss the role of SAARC in Business Internationally. 7  
 b) Explain the basic concept of market segmentation and positioning. 7
6. a) Explain the various pricing policies for export. 7  
 b) What are the various steps involved in product planning. 7
7. a) Explain PLC (Product life cycle) in international context. 7  
 b) Discuss the marketing plans for export multinational companies. 7
8. a) Explain various managerial risk involved in international marketing. 7  
 b) Discuss the various instruments used for financial transactions in international marketing. 7

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