

Seat Number of Candidate: \_\_\_\_\_

**Savitribai Phule Pune University,  
Department of Management Sciences (PUMBA)  
MBA, Trimester – V, External Assessment Examination, February, 2017  
Subject Code: 501      Name of Subject: International Business Management**

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**Marks: 50** **Time: 2.5 Hrs**

**Instructions: Answer different sections on different answer sheets.**

**SECTION - I**

**Instructions:**

Maximum Marks: 25

Attempt any three questions out of first four questions.

First four questions carry 5 marks each.

Question number five is compulsory and carries 10 marks..

**Attempt any three questions out of the 4 questions below:**

1. What is Protectionism? What are the various ways to implement protectionism?
2. What is the difference between International Company, Multinational Company, Global Company and Transnational Company. Explain with examples.
3. Explain the evolution of GATT and WTO. Also explain their respective roles and how they differ from each other.
4. What are the key factors of Conflict in International Business?

**Compulsory Question:**

5. What are the theories of International Trade? Explain in detail.

**SECTION - II**

**Instructions: Answer any two. Both questions carry equal marks.**

1. What is the basis on which the top management of a company *basis its decision to enter any foreign market*? Explain.
  2. How does a company assess the attractiveness of a foreign market relative to others?
  3. What are the various modes of entry into a foreign market? Describe the relative advantages and disadvantages in respect of each.
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