

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

MBA--T2/206/25022013

DEPARTMENT OF MANAGEMENT SCIENCES, UNIVERSITY OF PUNE  
MBA TRIMESTER II EXTERNAL EXAMINATION-2013  
206 International Business Management

Time: 3 hours

MM: 50marks

Note: Answer sections on different answer sheets.

**Section - I**

**Instructions:**

1. Attempt ANY THREE questions.
2. ALL Questions carry 10 marks each
3. Illustrate your answers with suitable examples.
4. Bullet=point answers will get bullet-point marks

1. India's ranking in the Global Competitiveness Index has been going down over the years. What strategies would you suggest to improve India's global competitiveness?
2. State the objectives and basic principles of WTO and critically evaluate the same with reference to the developing countries.
3. Discuss the impact of MNCs on Home Countries. Would the adverse impact in the Home countries of the MNCs lead to a new brand of protectionism among the Developed countries?
4. Critically evaluate the role, functions of the IBRD.
5. Define a Letter of Credit, state various types of LCs and explain any two types of LCs in detail.

**Section - II**

**Note:**

- I. Answer any two.
- II. Each question carries 10 marks.

**Q1.** "The shock of the global meltdown and the emergence of 3D manufacturing and Nanotechnology would lead to shrinking of the outsourcing/off shoring opportunities in the International Business." Do you agree? Why or Why not?

**Q2.** How far do you think the theories of International Trade are relevant to the current pattern of international business?

**Q3.** A leading herbal cosmetics manufacturer is planning first overseas venture. They have shortlisted 3 countries. They have asked your advice on the international market entry strategy. Prepare a brief note.

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