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MMPC-016

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

December, 2024

**MMPC-016 : INTERNATIONAL BUSINESS
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Explain the benefits of international business.
Why do firms go international ? Discuss in brief.
2. Describe the elements of international business environment and discuss how a country's political environment influences the operations of business both domestically and internationally.

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3. Discuss the key agreements of WTO.
4. Explain the concept of strategic alliances in detail. What are the types of strategic alliances and what are the sources of value creation in an alliance ? Discuss.
5. (a) What are the key drivers of international marketing and the challenges in international marketing ? Examine briefly.

(b) Distinguish between international and domestic marketing.
6. Define international human resource management and its scope and explain in detail the role and nature of international human resource management.
7. Write short notes on any *four* of the following :

(a) Supply chain modelling

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- (b) Balance of Payments (BoP)
- (c) Hybrid Structure
- (d) General Agreement on Trade in Services
(GATS)
- (e) Theory of comparative cost advantage

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