

No. of Printed Pages : 3

MMPC-016

**MASTER OF BUSINESS
ADMINISTRATION/MASTER OF
BUSINESS ADMINISTRATION (BANKING
AND FINANCE) (MBA/MBF)**

Term-End Examination

December, 2025

**MMPC-016 : INTERNATIONAL BUSINESS
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any ***five*** questions. All questions
carry equal marks.

1. What the differences existing between
various international markets in terms of

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legal legislations and their compliance requirements ? Discuss.

2. Write short notes on the following :

(a) Types of Foreign Investment

(b) Reasons for entering International Markets

3. How does an organization select International Markets ? Describe the different channels of distribution and mechanism to select prospective buyers.

4. What is the strategic value of alliances ? Describe with the help of examples.

5. What is the role of European Union in International Business ? Explain giving suitable examples.

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6. What are the different modes of Supply of Services in Foreign Trade ? Illustrate giving examples.
7. Why is market research important for international business ? Discuss.
8. Discuss the effects of globalization on International Business. Give suitable examples.

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