

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
APRIL – 2019
INTERNATIONAL BUSINESS MANAGEMENT

15CPHR4A

Time : 3 Hours

Max. Marks: 75

SECTION – A (5 x 6 = 30)

Answer ALL the questions.

1. (a) Elaborate the role of technological change in global business.
(Or)
(b) Write briefly about the investment barriers.
2. (a) Write in detail about International Trade theory.
(Or)
(b) Difference between absolute advantage theory and comparative advantage theory.
3. (a) Explain briefly about the sources of FDI.
(Or)
(b) Illustrate the product life cycle.
4. (a) Bring out the importance of Euro Currency Market.
(Or)
(b) State the advantages of Global expansion.
5. (a) State the nature of market segmentation.
(Or)
(b) Illustrate the need of communication strategy.

SECTION – B (3 x 15 = 45)

Answer any THREE of the following questions.

6. Elaborate the implications of globalization of markets.
7. What are the different types of political risks and how the firms manage political risk in international business?
8. Discuss the functions of foreign exchange market.
9. Critically evaluate the attractions of Euro Currency Market.
10. Explain the new product development strategy.

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