Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 8 - EXAMINATION – WINTER – 2016

Subject Code: 4180502   **Date: 21/10/2016**
Subject Name: International Business
Time: 02:30 pm to 05:30 pm   **Total Marks: 70**

Instructions:
    1. **Attempt all questions.**
    2. **Make suitable assumptions wherever necessary.**
    3. **Figures to the right indicate full marks.**

Q.1 **(a)** Explain the driving forces of Globalization with example. **07**
    (b) Take an example of any two countries and explain how the cultural differences between the two countries affect the business relation between them. **07**

Q.2 **(a)** What is Horizontal and Vertical FDI? Explain the FDI in the world Economy with suitable Examples. **07**
    (b) What is foreign exchange? Mention players of foreign exchange market and some aspects of foreign exchange market. **07**

OR
    (b) Explain spot market and forward market in detail. **07**

Q.3 **(a)** State the difference between Fixed Vs. Floating Exchange rates. **07**
    (b) Explain IMF in brief & Role of IMF in today's scenario. **07**

OR
Q.3 **(a)** Discuss the various types of entry strategies that firms can use in International Business. **07**
    (b) Write a short note on Merger, Acquisition and Strategic Alliance with suitable example of International Business. **07**

Q.4 **(a)** Explain the strategic role of International HRM. **07**
    (b) Explain the stages of Export development and the role of government to enhance the export development. **07**

OR
Q.4 **(a)** Discuss the types of market segmentation in case of International Business. **07**
    (b) Explain pricing and distribution strategies in context to International business. **07**

Q.5 **(a)** Explain the Process of selecting Expatriate. Discuss reason of expatriate failure and training expatriates. **07**
    (b) How the International Labor Relations affect the International Trade? **07**

OR
Q.5 **(a)** What are the main advantages and disadvantages of ethnocentric, polycentric, and geocentric approaches to international staffing policy? **07**
    (b) Write a short note on: Export and Import Financing **07**

****