[This question paper contains 2 printed pages.]

Your Roll No...............

Sr. No. of Question Paper : 5080 **J**

Unique Paper Code : 2924001207/2924000027

Name of the Paper : Introduction to International Business (Generic Elective)

Name of the Course : **Bachelor of Management Studies**

Semester : II & IV

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any **five** questions.
3. **All** questions carry equal marks.

1. (a) Explain the key complexities involved in international business. How do they impact multinational companies?

   (b) Compare and contrast domestic business with international business, highlighting the major distinctions. (9+9=18)

2. (a) Discuss the Absolute Advantage Theory proposed by Adam Smith. Provide real-world examples to support your explanation.

   (b) Explain the Theory of National Competitive Advantage by Michael Porter. How does it influence international trade? (9+9=18)

3. (a) Assume you are an international business consultant. A company is planning to enter a new foreign market. What factors would you analyze under the political, economic, legal, and environmental framework before making a recommendation?

   (b) Discuss the structure, functions, and significance of the World Trade Organization (WTO) in regulating global trade. (9+9=18)

4. (a) Define outsourcing. How has outsourcing contributed to India's position in the global economy? What factors influence a company's decision to outsource?

   (b) Differentiate between Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI). Discuss different types of FDI along with their benefits and drawbacks. (9+9=18)

5. (a) Explain the different modes of entry into international business. Provide suitable examples for each mode.

   (b) Discuss the significance of cultural, legal, and technological factors in shaping international business strategies. (9+9=18)

6. Write a short note on **any three** of the following :

   (a) Stages of internationalization and their significance

   (b) Instruments of trade control and their impact on global markets

   (c) Different types of exchange rate systems and their influence on trade

   (d) Emerging trends and ethical considerations in international business

   (6+6+6=18)