

**2020**

**BUSINESS ADMINISTRATION — HONOURS**

**Sixteenth Paper**

**[Marketing Management Group]**

**(International Business)**

**Full Marks : 100**

**(Time : 2 hrs.)**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**Group - A**

**(Marks : 50)**

Answer *any two* questions.

25×2

1. Discuss the various obstacles associated with International Business.
2. (a) Outline the main characteristics of a MNC.  
(b) Briefly explain what you understand by transfer pricing.
3. (a) Explain, in detail, how exchange rates are determined.  
(b) What are the major differences between BOT and BOP? Discuss with example.
4. Discuss the effects of tariff with a suitable diagram. How does tariff differ from quota?
5. Explain the effects of Devaluation on Exports and Imports.
6. (a) What are international joint ventures?  
(b) Distinguish between licensing and franchising modes of international market entry.
7. Discuss the factors determining the Terms of Trade.
8. Discuss the Absolute Advantage Theory of international business with a suitable example.
9. Identify the factors affecting selection of entry modes in international business.
10. Write short notes on :
  - (a) Turnkey Projects
  - (b) Marshall-Lerner Condition.

**Please Turn Over**

**Group - B**

**(Marks : 50)**

Answer *any two* questions.

25×2

11. (a) What are differences between global marketing and multinational marketing?  
(b) Explain the political and cultural factors affecting global marketing.
  12. Discuss the Product Life Cycle Theory in international business, with a suitable example.
  13. Discuss the different branding decisions involved with international marketing.
  14. What is a 'letter of credit'? Briefly discuss the various types of letter of credit.
  15. Explain the role of raw material costs, packaging, and tariffs in the negotiation of export prices.
  16. What is Regional Block? Discuss the role of regional trading agreements in promotion of international business.
  17. Elucidate the activities of the UNCTAD.
  18. Explain the major cross-cultural challenges in International Business Management.
  19. (a) Discuss the functions of the W.T.O.  
(b) Describe the dispute settlement procedure under the W.T.O.
  20. Write short notes on :
    - (a) Objectives of EXIM Policies
    - (b) Technology Transfer.
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