

24/3/2018

Doon University
School of Management
Internal Examination-IMBA 4th Semester
Foundation of International Business-IMBA-403

Time-2 hrs.

Maximum marks-30

Section A -compulsory Question carry's 10 marks.

What do you know about International Business.? How it differs from Domestic Business and also explain what the benefits are for the students like you by studying the subject Foundation of International Business.? 10 Marks.

Section-B (Short answer question)

(Write short notes on any four out of six –each question carry 2.5 marks each)

1. Multinational Corporations.
2. Turnkey Projects.
3. Cultural Environment.
4. Marketing or Trading Mode of International Business.
5. Two Examples of Entry in to Foreign Market.
6. Foreign Direct Investment.

Section C (Long answer questions)

(Answer any two questions out of four questions-the questions carry 5 marks each.)

1. What are the reasons for which the Companies of any Country enter in to International Market for doing Business?
2. Explain in detail difference between Licensing and Franchising so far as it related to International Business?
3. What do you know about the term Economic Environment? Explain the factors which constitute Economic Environment of a Country?
4. Indicate the names of at least Five commodities which are Exported from India and also Five commodities which are Imported in India?