

4-4-2016

DOON UNIVERSITY, DEHRADUN

MID SEMESTER EXAMINATION-Fourth Semester

School of Management

Course: IMBA-403, Foundation of International Business

Time Allowed: 2 Hours

Maximum Marks: 30

SECTION : A

Attempt any four questions.

*(Marks: 4*4 = 16)*

1. Multinational vs. Transnational
2. Objectives of IB
3. Franchising & Joint Venture
4. SWOT Analysis
5. Difference between Merger & Acquisition

SECTION : B

Attempt all Questions

*(Marks: 2*7 = 14)*

1. Elucidate the concept and importance of international business along with its evolution.

Or

Explain internationalization process and its managerial implications.

2. Explain environmental context of international business with the help of suitable examples.

Or

Define PESTEL analysis and its impact on international business decisions.