

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted from the academic year 2006 – 07 & thereafter)

SUBJECT CODE: IS/PE/IB44

M. A. DEGREE EXAMINATION, APRIL 2009
BRANCH II (E) – INTERNATIONAL STUDIES
FOURTH SEMESTER

COURSE : ELECTIVE
PAPER : INTERNATIONAL BUSINESS – AN INTRODUCTION
TIME : 3 HOURS **MAX. MARKS : 100**

SECTION – A

ANSWER ANY FIVE QUESTIONS IN ABOUT 300 WORDS EACH: (5 X 8 = 40)

1. Examine the concept of global presence.
2. What is International Business?
3. Elucidate the concept of foreign exchange.
4. Define global competitiveness.
5. What are multinational corporations?
6. Explain the concept of currency risk.
7. Evaluate the concept of marketing mix?

SECTION – B

ANSWER ANY THREE QUESTIONS IN ABOUT 1500 WORDS EACH : (3 X 20= 60)

8. Critically examine the concept of business strategy and explain how it is linked to business ethics.
9. What are the challenges faced by international investors in global business?
10. Explain the various market entry strategies with special reference to India.
11. Bring out the nexus between cultural management and leadership theories.
12. Examine the features of international environment in international marketing.
