

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
**(For candidates admitted from the academic year 2004 – 05 & thereafter)**  
**SUBJECT CODE: IS/PE/IB44**  
**M. A. DEGREE EXAMINATION, APRIL 2007**  
**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. What are the steps involved in the process of International Business strategic planning?
2. What is the rationale behind trade protection?
3. What is currency risk? How can we manage this risk?
4. Explain in brief major economic indicators to be taken into account before International business decision.
5. Discuss the factors affecting International Investment.
6. How Information Technology favours International Business?
7. Comment on the suitability of a channel of distribution in International Marketing.

**SECTION – B**

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

8. Explain the factors contributing to fast growth in International Business during recent decades.
9. Outline the implications of emerging WTO regime with reference to Investment and Patent.
10. 'Cross cultural analysis for International Business creates problem' – Critically evaluate..
11. Discuss the International Business environment in India.
12. Write short notes on:
  - a) Ill effects of Outsourcing
  - b) Franchising
  - c) Business Ethics
  - d) Multinational Corporations.

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