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Branch: MBA

Semester: 3rd

Course Name: International Business (IB)

Course Code: MB-631

Time: 02 Hours (Dec., 2020)

Maximum Marks: 50

Note: Attempt all questions

Q1. Explicate in detail International Product Life Cycle (IPLC). Also explain why researchers/authors had criticized it **(10 Marks)**

Q2. Define risk. State its different types along with the variables affecting international business risk. **(10 Marks)**

Q3. Discuss the macro environment in which an International Business operate. Give examples. **(10 Marks)**

OR

Q3' (a). Define *Value Chain framework*. Explain its benefits in international business & marketing. **(03 Marks)**

Q3' (b) Define Consumer Behaviour. Explain in detail its psychological and sociological perspectives with suitable examples. **(07 Marks)**

Q4 Explain the theory of Principle of Absolute advantage and Relative advantage with the help of suitable example. **(10 Marks)**

Q5. Write Short Notes on any **two**. **(2 X 5 Marks)**

- a. Market Segmentation & Positioning in international business
- b. Factor Endowment Theory
- c. Advertisement & Promotion
- d. International Market Research