



**MAW-161100020401**

Seat No. \_\_\_\_\_

**M. B. A. (Sem. IV) (CBCS) Examination**

**March / April - 2018**

**International Business**

Time : 3 Hours]

[Total Marks : 70

**Instruction :** All questions carry equal marks.

- 1 (a) Why firms expand its operations into international market? How IB differ from domestic business ?  
(b) Discuss various routes for expanding business into international market.

- 2 'The growth of nation depends on its industrial policy' discuss the statement in the light of Industrial policy of China and also comment on how it is differ from Indian policy.

**OR**

- 2 What is financing decisions of international business? How do MNCs manage their long term fund ?
- 3 (a) Discuss various trade theories  
(b) Explain major activities in human relation management in multinational companies.

**OR**

- 3 (a) Discuss roles and functions of WTO in promoting IB.  
(b) How culture is effecting international product promotion and marketing explain with example ?

- 4 Why harmonization of accounting standard and practices restricted ?

**OR**

- 4 Why it is necessary for Manager to study economic environment of a host nation for international business? List out various points that one must consider for study.

5 Balaji Wafers, began as a micro-retail enterprise in 1974, managed by the Virani brothers at Astron Cinema, Rajkot. By 1982, spurred by the initiative of Virani brothers, this grew to a home-based manufacturing venture. A decade later, the brothers set up an international standard automatic plant in Rajkot, with steps to increase capacity and quality. In 2000, Balaji Wafers installed its first fully automatic plant. By 2014, Balaji Wafers captured a 70% market share in snacks market and started exporting their products in Russia and other continents of the world. Today, the company employs more than 1800 personnel in their Rajkot and started manufacturing facilities at Valsad. Balaji has the capacity to manufacture 100,000 kg of potato wafers, along with 500,000 kg of savories per day.

Balaji Wafers are now planning to expand their business by establishing manufacturing facility in Europe. Suggest suitable business model, manpower planning strategy and Marketing strategy for the same.

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