

Code: 19HS5501E

III B.Tech - I Semester – Regular Examinations – JANUARY 2022

INTRODUCTION TO INTERNATIONAL BUSINESS
(Common for IT, EEE)

Duration: 3 hours

Max. Marks: 70

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- Note: 1. This question paper contains two Parts A and B.
2. Part-A contains 5 short answer questions. Each Question carries 2 Marks.
3. Part-B contains 5 essay questions with an internal choice from each unit. Each question carries 12 marks.
4. All parts of Question paper must be answered in one place.
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PART – A

1. a) Define cultural dimensions.
b) Discuss about Globalization.
c) Evolution of WTO.
d) What do you mean by Global sourcing?
e) Give a brief on the Export promotion.

PART – B

UNIT – I

2. a) Differentiate between International Trade and International Business. 7 M
b) Discuss any three advantages of Globalization. 5 M

OR

3. a) List out the features of International Business. 4 M
b) Identify the forces and dangers which firms face in International Business. 8 M

UNIT – II

4. a) Describe the nature and goals of MNCs in International Business. 7 M
- b) Explain the nature and need of FDI. 5 M

OR

5. a) Analyze the impact of integration on trade creation and trade diversion in International Business. 6 M
- b) Construct various reasons to explain the role of FDI in International Trade. 6 M

UNIT-III

6. a) Explain the role played by World Bank and WTO in promoting the business across the globe. 7 M
- b) Explain how the international commodity agreements play a crucial role in administering international trade. 5 M

OR

7. a) How is international business different from domestic business? 5 M
- b) Discuss the role played by UNCAD in international trade. 7 M

UNIT – IV

8. a) Identify the role of global sourcing in international trade. 6 M
- b) Explain the benefits and risk of exporting in international trade. 6 M

OR

9. a) Discuss the modes of operations in international business. 6 M

- b) Explain the nature and problems of E-Business in international trade. 6 M

UNIT – V

10. a) Elaborate on the sources and importance of business ethics in international business. 8 M
- b) Explain the importance of foreign trade policy in international business. 4 M

OR

11. a) Comment on export facilities and export zones in international business. 6 M
- b) Explain the importance of business ethics and code of ethics in international trade. 6 M