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Reg. No.....

Name.....

M.B.A. DEGREE EXAMINATION, JANUARY 2026

Third Semester

INTERNATIONAL BUSINESS

(2016 Admissions—Second Mercy Chance and 2015 Final Mercy Chance)

Time : Three Hours

Maximum Marks : 60

*Answer **all** questions.*

Each question carries 12 marks.

1. (a) Analyze the role of demographic factors in shaping international business opportunities.

Or

- (b) Compare various entry strategies for international business such as exporting, licensing, franchising, and joint ventures.

2. (a) Analyze the importance of regional trade blocs in international business development.

Or

- (b) Explain the role of logistics management in improving international trade efficiency.

3. (a) Analyze the role of the Asian Development Bank in supporting Asian economies.

Or

- (b) Evaluate the contribution of international economic institutions in maintaining global economic stability.

4. (a) Analyze the importance of joint ventures as a mode of international market entry.

Or

- (b) Discuss the import procedure and documentation required for international transactions.

5. (a) Analyze the objectives and features of the foreign trade policy of India.

Or

- (b) Examine labor issues and challenges in global business operations.

(5 × 12 = 60)

