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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: VI - THEORY EXAMINATION (2025 - 2026)

Subject: Introduction to International Business Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

(1.1) Political stability affects:(CO1 ,K1)

1

- (a) Domestic trade only
- (b) Domestic and International business decisions
- (c) Personal income only
- (d) Local markets

(1.2) Government affects competitiveness by:(CO2 ,K2)

1

- (a) Ignoring industries
- (b) Policies and regulations
- (c) Reducing trade
- (d) Limiting growth

(1.3) Global financial management deals with:(CO3 ,K1)

1

- (a) Local finance
- (b) International financial activities
- (c) HR
- (d) Production

(1.4) Product diversification means:(CO4 ,K1)

1

- (a) Single product
- (b) Adding new products
- (c) Reducing products
- (d) Stopping production

(1.5) Bilateral trade agreement is between:(CO5 ,K1)

1

- (a) One country
- (b) Two countries
- (c) Multiple countries
- (d) Firms

2. Attempt all parts:-

- | | | |
|-------|--|---|
| (2.1) | Mention two advantages of international business.(CO1 ,K1) | 2 |
| (2.2) | Define competitive positioning.(CO2 ,K1) | 2 |
| (2.3) | Define global leadership.(CO3 ,K1) | 2 |
| (2.4) | Explain environmental challenges.(CO4 ,K2) | 2 |
| (2.5) | Define export promotion.(CO5 ,K1) | 2 |

SECTION-B

15

3. Answer any three of the following:-

- | | | |
|-------|---|---|
| (3.1) | Explain the process of international market analysis.(CO1 ,K2) | 5 |
| (3.2) | Discuss the importance of innovation in global strategy.(CO2 ,K4) | 5 |
| (3.3) | Discuss global supply chain management in detail.(CO3 ,K4) | 5 |
| (3.4) | Discuss eco-friendly product development strategies.(CO4 ,K4) | 5 |
| (3.5) | Discuss global trade barriers and their impact.(CO5 ,K4) | 5 |

SECTION-C

30

4. Answer any one of the following:-

- | | | |
|-------|--|---|
| (4.1) | A company expands globally to reduce dependency on domestic markets.Examine the strategic reasons behind this decision.(CO1 ,K4) | 6 |
| (4.2) | A business adopts a geocentric approach but faces high costs.Evaluate the pros and cons of this approach.(CO1 ,K5) | 6 |

5. Answer any one of the following:-

- | | | |
|-------|--|---|
| (5.1) | A company struggles to balance global standardization and local adaptation.Suggest an appropriate strategy.(CO2 ,K5) | 6 |
| (5.2) | A firm fails in global expansion due to poor strategic planning.Identify mistakes and recommend solutions.(CO2 ,K5) | 6 |

6. Answer any one of the following:-

- | | | |
|-------|--|---|
| (6.1) | A manager fails to adapt to a foreign culture, leading to poor performance.Analyze the issue using Hofstede's dimensions.(CO3 ,K5) | 6 |
| (6.2) | A firm struggles with managing expatriates in foreign subsidiaries.Suggest effective expatriate management practices.(CO3 ,K5) | 6 |

7. Answer any one of the following:-

- | | | |
|-------|---|---|
| (7.1) | A company faces environmental criticism due to high pollution.Suggest sustainable solutions.(CO4 ,K5) | 6 |
| (7.2) | A business fails due to lack of SWOT analysis.Explain how SWOT could have helped.(CO4 ,K4) | 6 |

8. Answer any one of the following:-

- | | | |
|-------|---|---|
| (8.1) | A business faces foreign exchange issues due to poor management.Suggest solutions under FEMA guidelines.(CO5 ,K5) | 6 |
|-------|---|---|

- (8.2) A firm struggles due to frequent changes in trade policies. Suggest strategies to adapt. (CO5, K5)

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