

Dr. Amit
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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY
WAKNAGHAT, SOLAN (H.P.)
Make-up Examination, B. Tech (VIII) Semester – All Branches, April – 2018

Subject Code: 13B1WHS832

Max Marks: 25

Subject Name: International Business Management

Credit: 3

Max Time: 1 Hr 30 mins

Note: Answer all questions. Carrying of mobile phone will be treated as a case of unfair means. Make suitable assumptions, wherever necessary.

1. What do you understand by International Business and how it is different from Domestic Business? Also discuss different barriers of international trade. (4)
2. What is EPRG framework and how does it affect the overall strategy of an international company? Explain with the help of suitable examples. (6)
3. Explain different elements of the "Porter's Diamond Model". How does the model help to explain success and failure in international markets? (5)
4. How do you differentiate between Political Risks and Legal Risks associated with an international business? Also discuss how would you manage these risks? (4)
5. You are the CEO of a company that has to choose between making Rs 100 crore investments in Australia or China. Both investments promise the same long-run return, so your choice is driven by risk considerations. Assess the various risks of doing business in each of these nations. Which investment would you favor and why? (6)

JUT Makeup Exam - April 2018