

No. of Printed Pages : 3

**MMPC-016**

**MASTER OF BUSINESS  
ADMINISTRATION/MASTER OF  
BUSINESS ADMINISTRATION (BANKING  
AND FINANCE) (MBA/MBF)**

**Term-End Examination**

**December, 2025**

**MMPC-016 : INTERNATIONAL BUSINESS  
MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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***Note :** Attempt any **five** questions. All questions  
carry equal marks.*

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1. What the differences existing between various international markets in terms of

legal legislations and their compliance requirements ? Discuss.

2. Write short notes on the following :
  - (a) Types of Foreign Investment
  - (b) Reasons for entering International Markets
3. How does an organization select International Markets ? Describe the different channels of distribution and mechanism to select prospective buyers.
4. What is the strategic value of alliances ? Describe with the help of examples.
5. What is the role of European Union in International Business ? Explain giving suitable examples.

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6. What are the different modes of Supply of Services in Foreign Trade ? Illustrate giving examples.
7. Why is market research important for international business ? Discuss.
8. Discuss the effects of globalization on International Business. Give suitable examples.

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