

No. of Printed Pages : 3

MMPC-016

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

Term-End Examination

June, 2025

**MMPC-016 : INTERNATIONAL BUSINESS
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

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

1. Which major forces shape International Business Management ? Discuss.
2. Elaborate on the role of trade agreements in the operation of foreign businesses.
3. Write short notes on the following :
 - (a) The Eclectic Paradigm
 - (b) Impact of Environmental Trends
4. Differentiate between International and Domestic Marketing giving suitable examples.
5. How do businesses use risk mitigation techniques in international business management ? Discuss.
6. What is the significance of market research in the international businesses ? Elucidate with the help of examples.

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7. Explain Global Financial Systems and discuss its impact on International Business.
8. Discuss the role of International Human Resource Management (IHRM) in global business.

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