

POKHARA UNIVERSITY

Level: Bachelor

Semester: Spring

Year: 2024

Programme: BBA

Full Marks: 100

Course: Introduction to International Business

Pass Marks: 45

Time: 3 hrs.

Candidates are required to answer in their own words as far as practicable. The figures in the margin indicate full marks.

Section "A"

Very Short Answer Questions

Attempt all the questions. [10×2]

1. Give two reasons for international business expansion.
2. List any four assumptions of comparative advantage theory.
3. Define mercantilism.
4. List the actors in political and legal system.
5. Write the two principles of WTO.
6. Define intellectual property rights.
7. Mention two key reasons why countries seek foreign direct investment.
8. Define outsourcing.
9. Define strategic alliance.
10. What is diversity management?

Section "B"

Descriptive Answer Questions

Attempt any six questions. [6×10]

11. Define international trade. Compare and contrast Absolute Advantage Theory and Theory of Mercantilism.
12. Define culture. How does foreign culture matter for an international business enterprise? Explain with suitable examples.
13. As an international business manager, what methods and analytical frameworks do you use to assess global business opportunities and estimate market potential? Explain.
14. A small footwear brand from Nepal known for its high-quality craftsmanship desires to enter the Indian market. Given the geographical proximity and cultural similarities between Nepal and India, what entry modes would be most suitable for the brand? Analyze the advantages and disadvantages of each potential entry modes.
15. What are the key factors that international businesses need to consider when determining pricing strategies for their products and services in global markets? How do these factors impact pricing decisions and competitiveness? Explain.
16. How do various diversity management practices impact organizational performance and employee satisfaction in multinational corporations?

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Xiang Xie



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