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Sr. No. of Question Paper : 1736

Roll No.....

Name of the Paper : International Business (OC) XXIII & XXIV B(ii)

Name of the Course : B.A. (H) Business Economics

Semester : VI

Duration : 3 Hours

Maximum Marks : 60

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. All questions are compulsory.

1. Explain how do the management and marketing strategies of a company change as it moves from Ethnocentrism to Geocentrism ? (10)

OR

What is countertrade ? Giving the different types of counter trade explain why are firms willing to undertake countertrading while seeking foreign markets.

2. (a) Most of the companies seek a product and communication strategy that optimizes its profits over a long term. Keeping this in view explain what according to Keegan are the product and communication strategy options available for the companies while operating at international level. (15)

- (b) Explain the Cost Plus/Price Escalation method of setting price. (5)

OR

- (a) The roles of different categories of countries as exporter or importer reverse over different stages of the PLC. Show this diagrammatically using the Product life cycle developed by Vernon. (15)

- (b) What is the trickle down approach to new product introduction ? (5)

P.T.O.

3. Discuss the importance of transfer of technology. Describe the channels and methods of technology transfer.

OR

What is E-commerce ? Discuss its advantages and disadvantages in today's life. (10)

4. Write short note on any **two** of the following :

(a) Duty Free Replenishment Certificate

(b) Special Economic Zone's

(c) Deemed Exports

(5×2)

5. Highlight the various external sector reforms undertaken since 1991 to enhance the competitive strength of Indian firms. (10)