



Name :

Roll No. :

Invigilator's Signature :

CS/MMA/SEM-3/MMARM-304/2010-11

2010-11

ORGANISATIONS AND INTERNATIONAL TRADE

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) International economic regulation operates on two levels. Which are these ?
 - a) political and economic
 - b) unipolar and multipolar
 - c) regional and global
 - d) financial and political.
 - ii) International trade growth is most visible in
 - a) NAFTA countries
 - b) Developed countries
 - c) European Union countries
 - d) Developing countries.



- iii) As global trade is growing, global competition is
- a) threatening
 - b) leveling off
 - c) declining
 - d) intensifying.
- iv) A is one that, by operating in more than one country, contains marketing, production, research and development and financial advantages that are not available to purely domestic competitors.
- a) global industry
 - b) global firm
 - c) direct investment
 - d) none of these.
- v) Which of the following is designed to help foster trade between nations ?
- a) non-tariff trade barriers
 - b) quotas
 - c) GATT
 - d) exchange controls.
- vi) The simplest way to enter a foreign market is through
- a) joint venturing
 - b) exporting
 - c) direct investment
 - d) contract manufacturing.
- vii) At least four political-legal factors should be considered in deciding whether to do business in a given country. Which is *not* one of these factors ?
- a) attitudes toward international buying
 - b) whether a state religion is enforced
 - c) government bureaucracy
 - d) monetary regulations.



- viii) All of the following are the methods of counter trade *except* ?
- bartering goods and services
 - paying the seller's currency without further obligation
 - counter purchasing
 - buyback.
- ix) Some social critics say that globalization really means the world's cultures.
- Modernizing
 - Americanizing
 - Respecting
 - Stabilizing.
- x) has (have) been criticized by globalization protestors all over the world, especially when anti-American sentiment peaks.
- KFC
 - Coca-Cola
 - McDonald's
 - All of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- State the role of NAFTA in promoting trade among its member countries.
- Highlight the mode of engagement in foreign markets.
- What are the different patterns of agriculture trade ?
- State the role of co-operatives.
- Compare and contrast international business with domestic business.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What is ethical behaviour ? How do ethical dilemmas complicate the workplace ? How can high ethical standards be maintained ? $3 + 6 + 6$
8. Explain tariff and non-tariff barriers to international trade. What are the arguments for protectionism ? $10 + 5$
9. Critically explain the importance of ownership/investment in the context of foreign market entering and expansion strategy. Give example. 15
10. Describe the various WTO agreements. How far has India benefited by becoming a member of WTO. State the role of WTO on agriculture. $5 + 5 + 5$
11. Why are strategic alliances grown in popularity in recent years ? What are the factors need to be considered in selecting alliance partners ? $7 + 8$

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