



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MMA/SEM-3/MMA(RM)-304/2011-12**

**2011**

**ORGANISATIONS & 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 any *ten* of the following :

10 × 1 = 10

- i) FDI is needed to
  - a) fill the resource gaps that prevail in the countries while trading internationally.
  - b) sell a significant stake in the ownership of a domestic company in order to gain a certain degree of management control.
  - c) a company which will begin to trade within the country
  - d) determine the demand shock and supply shock to a nation.



- ii) The option(s) available before an MNC include(s)
  - a) Liberalization
  - b) Recognition
  - c) Polycentricism
  - d) all of these.
- iii) A commodity trading agreement can be named as
  - a) NAFTA
  - b) OPEC
  - c) MERCOSUR
  - d) ECOWAS.
- iv) GATT is operating under
  - a) cross border trade
  - b) terms of market access orientation
  - c) gains from market access strategy
  - d) protection and enforcement of intellectual property rights.
- v) Barter is a type of
  - a) Switch trading
  - b) Counter trade
  - c) Industrial support for foreign trade
  - d) None of these.



- vi) Under policy stage of social responsibility in International Business
- a) the first stage is a rejection strategy
  - b) the fifth stage is an accommodation strategy
  - c) both (a), and (b)
  - d) none of these.
- vii) What is the name of the single agreement that created a market of 443 million people and will eliminate all trade barriers and investment restrictions among the United States, Mexico and Canada ?
- a) WTO
  - b) GATT
  - c) EU
  - d) NAFTA.
- viii) ..... has (have) been criticised by globalization protestors all over the world, especially when anti-American sentiment peaks.
- a) KFC
  - b) Coca-Cola
  - c) McDonalds
  - d) Nike.
- ix) Very few market opportunities are available in a (n) ..... economy.
- a) raw material exporting
  - b) emerging
  - c) industrial
  - d) subsistence.



- x) ..... ventures consist of one company joining forces with foreign investors to create a local business in which they share ownership and control.
- a) Indirect exporting
  - b) Management contracting
  - c) Contract manufacturing
  - d) Joint ownership.
- xi) Which of the following represents the biggest involvement a company can take in a foreign market ?
- a) Management contracting
  - b) Direct investment
  - c) Joint venture
  - d) Exporting.
- xii) 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.



**GROUP – B**

**( Short Answer Type Questions )**

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

2. Enumerate different factors which influence agricultural trade.
3. What are the implications of Trade barriers ?
4. Discuss the following terms in the context of international trade :  $2 \times 2\frac{1}{2}$ 
  - a) Subsidies.
  - b) Quotas.
5. Narrate the steps involved in managing former organizations.
6. Do you feel that the ghost of GATT is still haunting WTO ? Justify your answer with proper reasons.

**GROUP – C**

**( Long Answer Type Questions )**

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

7. a) What is the importance of Environmental issues in the arena of social responsibility of business ?



- b) Discuss various steps in strategic management process taken by an MNC. 5 + 10
8. a) 'Institutional support to International Business creates retaliation of Trade.' Explain.
- b) State the characteristics of WTO and issues of WTO. 10 + 5
9. a) State the implications of dumping and the major issues to be taken at the time of excessive dumping.
- b) 'Exporters can validate their success through having selected the right partners abroad.' Explain this matter in the context of International Trade. 5 + 10
10. Do you feel that Indian firms in general should go global ? Why do you think they are not content with the domestic market, which is vast ? Discuss with suitable examples.



11. Write short notes on any *three* :

- a) ILO
  - b) NAFTA
  - c) International Distribution Strategies
  - d) Ethical issues in International Business
  - e) Corporate Social Responsibilities of MNCs in International Business.
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