

Tribhuvan University
Institute of Science and Technology
2082
☆

Bachelor Level / Fourth Year / Eighth Semester/ Science
Computer Science and Information Technology (MGT474)
(International Business Management)
(NEW COURSE)

Full Marks: 80
Pass Marks: 32
Time: 3 hours.

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

Section A

Long answer questions

Attempt any THREE questions

(3 × 10 = 30)

1. Define globalization. Explain the impact of globalization in international business.
2. Introduce foreign market. Explain different modes of payment in international trade.
3. Describe the socio-cultural implication on international business and mention the determinants of culture.
4. What is Economic System? Explain the determinants of economic development.

Section B

Short answer Questions

Attempt any TEN questions

(10 × 5 = 50)

5. Briefly describe international business?
6. Explain the demographic environment of international business.
7. Describe about WTO.
8. Explain about political environment.
9. State and explain the positive aspects of multinational company.
10. Introduce spot market.
11. State and explain the mode of entry in foreign market.
12. Discuss the geocentric approach management of IB.
13. Explain the franchising with suitable examples.
14. Describe the levels of economic development.
15. Discuss the importance of outsourcing in IB.