

Shivaji College, University of Delhi-110027

Department of Commerce

GE – International Business Semester-IV UPC-2414002009

Instructions:

All questions are compulsory.

- 1) The questionnaire carries a total of 8 marks.
- 2) Answer all parts of the questions in a structured and coherent manner. Provide relevant examples and case studies where required. Include real-world examples of international organizations (e.g., World Trade Organization, International Monetary Fund) and how they influence international business operations. Use case studies to illustrate the practical applications of international business concepts.

Q1. Discuss in detail the various International Business Theories that explain the growth of multinational enterprises (MNEs) and global trade patterns. Your answer should cover at least two of the following theories: Comparative Advantage Theory, Product Life Cycle Theory, Porter's Diamond Model And Factor proportion theory in detail? Why studying these theories are important?

Q2. Analyze the Characteristics, Importance, and Purpose of International Business. Define the key characteristics that differentiate international business from domestic business (such as market scope, currency exchange risks, cultural diversity, etc. Discuss the importance of international business in the global economy? What is the purpose of engaging in international business from the perspectives of businesses and Governments?