**EMBIM205**

**Second Semester Executive MBA (International Marketing)**

**Examination Aug/Sep- 2015**

**International Trading**

**Time:-3Hours Max. Marks: - 80**

**SECTION-A**

**Answer any five questions: (6\*5)**

1. What do you mean by combination strategy?
2. Enlist the forms of merger and amalgamation in brief.
3. Mention the benefits of global branding.
4. Trace out the four types of risks in IB.
5. Summarize the relation between the OB and science.
6. Comment on the nomothetic model.
7. Enlist the major objectives of supply chain management.
8. What do you mean by economic and financial environment?

**SECTION-B**

**Answer any two questions: (10\*2)**

1. What are the steps in the strategy formulation process?
2. Give a detail account of the legal environment.
3. Elaborate the concept of ionic brand with its key elements.

**SECTION-C**

**Answer any two questions: (15\*2)**

1. Critically examine the international entry strategy.
2. Discuss the theory of international trade and investment.
3. What are the forms of financing mergers?