

International Islamic University Chittagong
Department of Business Administration
Program: MBA, Spring 2022
Final Examination
Course Code: MKTG-5402, Course Title: International Business

Time: 3 Hours

Total Marks: 40

Answer any four of the following questions. Figures in the right hand margin indicate marks.

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| Q.1. | a. | Explain the comparative advantage theory and its limitations | 3 |
| | b. | Enumerate modern firm based trade theories in brief. | 7 |
| Q.2 | a. | Describe different types of tariff barriers in brief. | 5 |
| | b. | Elucidate the industry-level arguments and national trade policies to explain the rationales for trade intervention | 5 |
| Q.3 | a. | Mention the difference between Transnational strategy and global strategy with example. What are the components of international Strategic management when planning to do business internationally? | 5 |
| | b. | Narrate the steps that managers usually follow at the time of developing international strategies. | 5 |
| Q.4 | a. | State advantages and disadvantages of different modes of entry in International Business. | 5 |
| | b. | What are three specialized entry modes for international business, and how do they work? | 5 |
| Q.5 | a. | Distinguish among functional alliances with examples. | 3 |
| | b. | Describe the potential pitfalls of strategic alliance. | 3 |
| | c. | Narrate the issues that should be followed at the time of implementing the idea of strategic alliance. | 4 |
| Q.6 | a. | What are the three basic pricing policies? | 3 |
| | b. | Identify the pros and cons of customized international marketing. | 3 |
| | c. | Discuss the product policy decisions for designing the international marketing program. | 4 |