

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

Time: 2 hrs

Marks: 30

[Answer any **three** of the following questions. All parts of the same question must be answered serially. Figures in the right-hand margin indicate marks.]

1. a. What factors have contributed to the growth of globalization in recent decades? 5 CLO1
- b. Identify the factors against globalization. 5 CLO1
2. a. Identify cultural shock. Narrate the strategies that can be adopted for instituting cultural change in the international market. 5 CLO1
- b. Compare and contrast issues in social stratification, relationship preference and risk-taking behavior of different cultural people that affect the international business operations. 5 CLO1
3. a. How do different economic systems influence international business? 5 CLO1
- b. Entail the features of an economy that have an influence on international business. 5 CLO1
4. a. Briefly explain different classes of political risk and their consequences. 5 CLO1
- b. Narrate the two standards anchor that asses a political system such as individualism vs. collectivism and democracy vs. totalitarianism 5 CLO1