MBA (Finance) 25/ MBA (Marketing) 29/ MBA (HRM) 33

Krishna Kanta Handiqui State Open University

MBA 6th Sem. Examination, 2016

International Finance (Finance)

International Marketing (Marketing)

Compensation Management (HRM)

Time : 3 Hrs. Full Marks : 80

International Finance (Finance)

1. Answer any five from the following questions : 2×5 = 10
(each within 50 words)
   (a) What is meant by balance of payments?
   (b) What is tax equity?
   (c) What is meant by capital budget?
   (d) What is foreign exchange rate?
   (e) What is strategic alliance?
   (f) What is forward market?
2. Answer any three from the following questions : 4×3 = 12
(each within 150 words)
   (a) What are the advantages of floating exchange rate system?
   (b) What are the reasons for the slow growth of Foreign Direct Investment in India?
   (c) What are the importance of international finance?
   (d) What is transfer pricing?
3. Answer any three from the following questions : 6×3 = 18
(each within 250 words)
   (a) Discuss the participants of foreign exchange market.
   (b) Discuss the implications of the Income Tax Act of India regarding taxation of income from foreign sources.
   (c) Discuss the methods of direct and indirect quotation in foreign exchange market.
   (d) Discuss the benefits available to the investors who invest in GDRs?
4. Answer any four from the following questions : 10×4 = 40
(each within 500 words)
   (a) What is derivative market? Discuss the economic factors that influence currency trading. 2+8
   (b) Discuss the advantages and disadvantages of FDI to host country. Discuss the implications of tax treaties. 6+4
   (c) Discuss the features of swap. Discuss the determinants of exchange rate. 4+6
   (d) Discuss the reasons for adopting merger and acquisition strategy in international business. Discuss the international tax management strategy. 5+5
   (e) Write short note : 5+5
      (i) International Bank for Reconstruction and Development.
      (ii) International Development Association.

International Marketing (Marketing)

1. Answer any five from the following questions : 5×2 = 10
(each within 50 words)
   (a) Define "International Marketing".
   (b) What is "International Monetary Fund"?
   (c) What is a "Multinational Company"?
   (d) What is "Penetration Pricing"?
   (e) What is "Grey Market"?
   (f) What is "Export Management Company"?
2. Answer any three from the following questions : 4×3 = 12
(each within 150 words)
   (a) Discuss the concept of "Customs union" and how it helps in international marketing? 2+2
   (b) What is WTO? Discuss the funcitons of WTO. 2+2

(d) What is advertising research? How it helps in marketing? 2+2

3. Answer any three from the following questions : 6×3 = 18
(each within 250 words)

(a) Discuss the factors which influence the growth of international banking.

(b) Write a short note on "International Monetary Fund".

(c) Discuss the new product development strategy for international marketing.

(d) Discuss how advertising standardisation helps in international marketing.

4. Answer any four from the following questions : 10×4 = 40
(each within 500 words)

(a) Write short ntoe on - 5+5

(i) International marketing in travel and tourism sector.

(ii) International Monetary System.

(b) Discuss any four marketing strategies to enter into international market.

(c) Write short note on - 5+5

(i) MNCs (benifit and disadvantages)

(ii) International pricing.

(d) Discuss the "Product planning matrix" and "Product portfolio matrix" for international marketing.

(e) What is distribution channel? Discuss the indirect distribution channel and direct distribution channel for international marketing. 2+4+4

Compensation Management (HRM)

1. Answer any five from the following questions : 5×2 = 10
(each within 50 words)

(a) What is intrinsic reward?

(b) Define job evaluation.

(c) What is 'Voluntary Employee Benefits Association'?

(d) Who are expatriates?

(e) What is hardship incentive?

(f) What is seniority pay?

2. Answer any three from the following questions : 4×3 = 12
(each within 150 words)

(a) Discuss the role of compensation in an organisation.

(b) Discuss the features of job evaluation.

(c) Discuss any four discretionary employee benefits.

(d) What is contingent work force? Mention one advantage and one disadvantage of contingent employee. 2+2

3. Answer any three from the following questions : 6×3 = 18
(each within 250 words)

(a) What is broad banding? Discuss the features of broad banding pay structure. 2+4

(b) What is internal equity and external equity related to job?

(c) What is employee benefit? Discuss short term and long term employee benefit.

(d) Discuss the objectives of international compensation program.

4. Answer any four from the following questions : 10×4 = 40
(each within 500 words)

(a) Discuss any two types of pay structures with its advantages and disadvantages.

(b) What is team based pay? Discuss different factors which influences team rewards. Also discuss the advantages and disadvantages of team incentives. 2+4+4

(c) Discuss different methods of job evaluation.

(d) What are the different types of contingent pay? Discuss the reasons for using contingent pay. Also discuss the criteria for formulating contingent pay. 3+3+4

(e) Discuss broadly the different components of executive compensation package.