



Uva Wellassa University, Sri Lanka
Faculty of Science and Technology
3rd Year 1st Semester Examination –March/April 2013

International Business - IIT-351-2



Time: Two (02) Hours

Instructions to candidates:

No. of pages : Two (02)
No. of questions : Five (05)
Marks allocated : 100 Marks
Answer any Four (04) questions.

Index number:

01. Cultural attitudes and values affect business practices everything from decisions about what products to sell to decisions about organizing, financing, managing and controlling operations.

You are required to:

- i) Critically discuss the above statement. (10 marks)
- ii) Suggest the strategies for overcoming such culture based issues in the international business. (15 marks)

(Total - 25 Marks)

02.

- i) What are the protectionist mechanisms of government used to control international business? (10 marks)
- ii) How do you evaluate the government intervention in international business activities? (15 marks)

(Total - 25 Marks)

03.

- i) Assume that you are an international business manager who is evaluating few markets to enter into international business.

You are required to:

Discuss the factors you would consider in selecting an international market.

(10 marks)

- ii) Discuss the alternative market entry modes available to an international manager.

(15 marks)

(Total – 25 Marks)

04.

- i) What factors will drive globalization? (10 marks)
- ii) What are the reasons for firms to engage in international business? (15 marks)

(Total - 25 Marks)

05.

- i) Explain how foreign exchange rate is determined in a floating regime.

(10 marks)

- ii) Discuss the business implications of foreign exchange rate changes.

(15 marks)

(Total – 25 Marks)