

# INTERNATIONAL BUSINESS



**Brand:** Mehta Solutions  
**Product Code:** MBAIB-106  
**Weight:** 0.00kg

**Price: Rs600**

**Short Description**  
**INTERNATIONAL BUSINESS**

**Description**

**INTERNATIONAL BUSINESS SOLVED PAPERS AND GUESS**

**Product Details: Guru Jambheshwar University of Science & Technology Hisar**  
**INTERNATIONAL BUSINESS**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **Guru Jambheshwar University of Science & Technology Hisar** book solutions now mehta solutions brings top solutions for **Guru Jambheshwar University of Science & Technology Hisar** **INTERNATIONAL BUSINESS** contains previous year solved papers plus faculty important questions and answers specially for **Guru Jambheshwar University of Science & Technology Hisar** .questions and answers are specially design specially for **Guru Jambheshwar University of Science & Technology Hisar** students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

**FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS**

**INTERNATIONAL BUSINESS**

**Unit - I** Overview of international business: Evolution and development of international business, Factors leading to growth in international business, Modes of international business.

**Unit -II** An overview of International trade theories, Trade barriers and their impact; Foreign Direct Investment, International financial environment: exchange rates and markets, Management of exchange rate and interest rate risk

**Unit III** Environmental factors affecting International Business: Economic, Cultural, Political, Legal and Technological environment.

**Unit IV** Strategies, planning, organizational structure and process of control of MNE's, Global HRM, International investment and financing strategy, global manufacturing, Multilateral regulation of trade and investment :GATT/WTO, UNCTAD