



PG – 121

IV Semester M.B.A Degree Examination, June/July 2012  
(2007-08 Scheme)

Management

Paper – 4.2 : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions. **Each** sub question carries **two** marks. **(6×2=12)**

1. a) What is mercantilism ?
- b) What is internalisation ?
- c) What is globalisation ?
- d) What is conflict ?
- e) What is a common market ?
- f) What is TRIPS ?
- g) What is balance of payments ?
- h) What is FDI ?

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**

2. What is the WTO ? Discuss its aims and functions.
3. What are the factors causing conflict in international business ? What is the role of international agencies in conflict resolution ?
4. What are MNCs ? How are they useful to a host country ? What harm can they cause ?
5. What is country competitiveness ? Explain with respect to India's capacity to attract FDI.
6. Discuss the issues to be considered in export marketing before going international. Use any one country of your choice and discuss the essentials.

P.T.O.



SECTION - C

Answer any two questions. Each question carries twelve marks. (2x12=24)

- 7. Discuss the different theories of international business.
- 8. How is FDI important to a developing country ? Explain using appropriate examples.
- 9. What are regional trade blocks ? Discuss the role regional trade blocks play in facilitating international business ?

SECTION - D

Compulsory case study :

- 10. You have just manufactured a herbal sunscreen cream in India. If you wish to market it internationally, discuss;
  - a) What kind of market research would you do ?
  - b) Name the cream, suggest suitable packing for it.
  - c) Name any two countries where you would like to market the cream ? Discuss your entry strategies in those countries and explain why you would use those strategies ?

SECTION - E

Answer any three questions. Each question carries eight marks. (3x8=24)

- 1. What is the WTO ? Discuss its aims and functions.
- 2. What are the factors causing conflict in international business ? What is the role of international agencies in conflict resolution ?
- 3. What are MNCs ? How are they useful to a host country ? What harm can they cause ?
- 4. What is country competitiveness ? Explain with respect to India's capacity to attract FDI.
- 5. Discuss the issues to be considered in export marketing before going international. Use any one country of your choice and discuss the essentials.



PG – 106

IV Semester M.B.A. (Day) Degree Examination, June/July 2013  
(2007-08 Scheme)  
Management  
Paper – 4.2 : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 75

SECTION – A

**Note :** Answer any six of the following questions. Each one carries two marks. (2×6=12)

1. a) Distinguish between domestic and international trade.
- b) What is meant by management contract ?
- c) What do you understand by the term 'globalisation' ?
- d) Name any four regional trade blocks in full form.
- e) What do you mean by competitiveness ?
- f) What is meant by country of origin certificate ?
- g) What do you understand by the term global corporation ?
- h) Write the full forms of FOB, FAS, CF and CIF.

SECTION – B

(3×8=24)

**Note :** Answer any three of the following questions. Each one carries eight marks.

2. Describe absolute advantage theory with suitable resource efficiency model.
3. Critically comment on functioning of European Union.
4. Portray the working of institutions connected to EXIM trade India.
5. Critically comment on role of performance indicators in evaluating International business.
6. Describe the different structural designs of MNEs.

P.T.O.



## SECTION – C

(2×12=24)

**Note :** Answer any two of the following questions. Each one carries twelve marks.

7. Explain in detail different forms of international business with latest examples.
8. Trace out procedural steps involved in and documentations needed in export trade.
9. Bring out the role of negotiations in international business and also explain the role of international agencies in conflict resolution.

## SECTION – D

(1×15=15)

**(Compulsory)**

10. Case study - Read the following case carefully and answer the questions given at the end.

Mahindra & Mahindra (M & M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 1998 – 1999 to 2000 – 2001.

M & M has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad.

M & M has a 100 per cent subsidiary in USA, Mahindra USA, with a strong network of 100 dealers.

Mahindra has a five per cent market share in the US market in the 28 – 30 horse power (HP) range.

As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MoU) with the Korean tractor major Tong Yang, a part of the \$ 2 billion Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25 – 40 hp range) and sell them around the world under the M & M brand name. To start with, the premium range of tractors will be sold in the US.

M & M's current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang's tractors have, a must for a strong presence in the US market.

**Questions :**

- 1) What are the advantages and disadvantages of global sourcing ?
  - 2) How will the foreign market expansion help M & M ?
  - 3) How does the strategic alliance with Tong Yang benefit M & M ?
  - 4) What are the possible risks of the alliance ? How can they be overcome/ minimised ?
-



PG – 783

IV Semester M.B.A. Degree Examination, July/August 2014  
(2007 – 08 Scheme)

Management  
Paper – 4.2 : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 75

**Instruction :** Answer all Sections.

SECTION – A

Answer **any six** questions. **Each** carries **two** marks.

(6x2=12)

1. a) Distinguish between foreign direct and indirect investment.
- b) What are multilateral agreement ?
- c) Give the meaning of common market.
- d) Name the institutions that provide export finance.
- e) What are terms of trade ?
- f) Name the organisation structures used by MNE's in international business operations.
- g) Name any two international institutions engaged in resolving conflicts in IB.
- h) What is a 'Brownfield' operation ?

SECTION – B

Answer **any three** questions. **Each** carries **8** marks.

(3x8=24)

2. Explain the role of culture in negotiations.
3. List out the functions of WTO in facilitating international trade and business.
4. Explain the 'Porter's Diamond'.
5. Explain the procedures involved in importing.
6. Discuss the problems and prospects of mergers and acquisitions in international markets.

P.T.O.



## SECTION – C

Answer **any two** questions. **Each** carries 12 marks.

(2x12=24)

7. Discuss the important regional blocks in the world market and explain the objectives of these blocks.
8. Discuss the balance of payments position of India for the last five years.
9. Explain the important indicators of a firm's performance in International Business. Also explain the methods of performance evaluation.

SECTION – D  
(Compulsory)

10. **Case study :**

(1x15=15)

Four senior executives of the world's largest firms with extensive holdings outside the home country speak.

**Company A :** "We are a multinational firm. We distribute our products in about 100 countries. We manufacture in over 17 countries and do research and development in three countries. We look at all new investment projects both domestic and overseas-using exactly the same criteria".

The executive from company A continues, "ofcourse most of the key posts in our subsidiaries are held by home-country nationals. Whenever replacements for these men are sought, it is the practice, if not the policy, to look next to you at the head office and pick someone (usually a home country national) you know and trust".

**Company B :** "We are a multinational firm. Only 1 percent of the personnel in our affiliate companies are non-national. Most of these are US executives in temporary assignments. In all major markets, the affiliates managing director is of the local nationality".

He continues, "Ofcourse there are very few non-Americans in the key posts at headquarters. The few we have are so Americanized that we usually do not notice their nationality. Unfortunately, you cannot find good foreigners who are willing to live in the United States, were our headquarters is located. American executives are more mobile. In addition, American have the drive and initiative we like. In fact, the European nationals would prefer to report to an American rather than to some other European".



**Company C:** “We are a multinational firm. Our product division executives have world wide profit responsibility. As our organizational chart shows, the United States is just one region on a par with Europe, Latin America, Africa, etc., in each division”.

The executives from company C goes on to explain “the worldwide product division concept is rather difficult to implement. The senior executives in charge of these divisions have little overseas experience. They have been promoted from domestic posts and tend to view foreign consumer needs as really basically the same as ours. Also, product division executives tend to focus on the domestic market because the domestic market is larger and generates more revenue than the fragmented foreign markets. The rewards are for global performance, but strategy is to focus on domestic. Most of our senior executives simply do not understand what happens overseas and really do not trust foreign executives, even those in key positions”.

**Company D (non-American):** “We are a multinational firm. We have at least 18 nationalities represented at our headquarters. Most senior executives speak at least two languages. About 30 percent of our staff at headquarters are foreigners.

He continues by explaining that “since the voting shareholders must by law come from the home country, the home country’s interest must be given careful consideration. But we are proud of our nationality, we should not be ashamed of it. In fact, many times we have been reluctant to use home-country ideas overseas, to our detriment, specially in our U.S. subsidiary. Our country produces good executives, who tend to stay with us a long time. It is harder to keep executives from the United States.

**Questions:**

- 1) Which company is truly multinational ?
  - 2) What are the attributes of a truly multinational company ?
  - 3) Why quibble about, how multinational a company is ?
-



**PG – 951**

**IV Semester M.B.A. Degree Examination, July 2016**

**(2007-08 Scheme)**

**MANAGEMENT**

**4.2 : International Business**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

Answer **any six** questions. Each question carries **two** marks.

**(6×2=12)**

1. a) What is meant by investment flow ?
- b) What is meant by liberalisation ?
- c) What is meant by EXIM policy ?
- d) What are balance of payments ?
- e) What are conflicts ?
- f) What is globalisation ?
- g) What is export marketing ?
- h) What is export financing ?

**SECTION – B**

Answer **any three** questions. Each question carries **eight** marks.

**(3×8=24)**

2. What is meant by global competitiveness ? Is India competitive ? Explain with examples.
3. What is meant by regional economic cooperation ? Explain how the Economic Unions have developed from the Trade Areas.
4. Why are MNCs criticised ? With suitable examples, explain the pros and cons of having MNC's in India.
5. What are international strategies ? Explain the formulation and implementation of international strategies.
6. What are conflicts in international business ? Explain the role of international agencies in conflict resolution.

**P.T.O.**



SECTION – C

Answer **any two** questions. Each question carries **twelve** marks. (2×12=24)

7. Discuss in detail the various theories of international business.
8. Mention and explain all the relevant documentation required for export trade.
9. Discuss in detail the evolution and the drivers of international business.

SECTION – D

This Section is **compulsory**.

10. There are a few products given below. Select **any one** product and explain how you will export them to the European Union. (1×15=15)

- a) Toothpaste
- b) An agrobased fruit drink.
- c) Mehendi tattooing (a service).
- d) Cell phones.

You are required to comment on the following aspects :

- 1) These products are made in India.
- 2) Explain how you will position your products.
- 3) Keep in mind the stringest norms of the European Union as regards sustainable development, pollution control, etc.
- 4) Give an attractive name that describes the product characteristics and mention your target.



PG – 901

IV Semester M.B.A. Degree Examination, July 2017  
(2007-08 Scheme)

4.2 : INTERNATIONAL BUSINESS

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions. **Each** question carries **two** marks. (6×2=12)

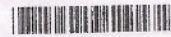
1. a) Define an MNC.
- b) What is meant by globalisation ?
- c) What is meant by country competitiveness ?
- d) What is regional economic integration ?
- e) What is international strategic management ?
- f) What is international marketing ?
- g) What is meant by factor endowment theory ?
- h) What is meant by a mode of entry into a country of operations ?

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. (3×8=24)

2. Explain the different ways in which a domestic business becomes an international business.
3. What is meant by cross cultural management ? Why do international business managers require to adapt to diversity ?
4. Discuss the different drivers of international business. Give suitable examples of your choice.
5. Discuss the strategic issues of international financial management.
6. What are international strategic alliances ? Use examples and explain their current usefulness.

P.T.O.



## SECTION - C

Answer **any two** questions. **Each** question carries **twelve** marks. (2x12=24)

7. What is WTO ? Explain the structure of WTO. Discuss critical issues of WTO with India.
8. Discuss with examples the steps of formation of regional economic integrations. Trace the growth from the likes of SAARC to the EU.
9. What is meant by international environment in International business ? Explain in detail.

## SECTION - D

10. Case study : This section is **compulsory**. (1x15=15)

You are an exporter of Indian mangoes to Australia. Detail your strategy of introducing and marketing Indian mangoes in Australia. Also detail the procedure and documents you will need in exporting.