

Reg. No.

Question Paper Code

11943

MBA - DEGREE EXAMINATIONS, APRIL / MAY 2023

Third Semester

Master of Business Administration

20MBT301 - INTERNATIONAL BUSINESS MANAGEMENT

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|------------------------------------------------------------------------|-------------------------------|
| 1. Interpret the term International Business. | 2,K1,CO1 |
| 2. State the importance of International Business. | 2,K2,CO1 |
| 3. Infer the meaning of GATT. | 2,K1,CO2 |
| 4. List down the factors affecting International Trade and Investment. | 2,K1,CO2 |
| 5. What is meant by Standardisation? | 2,K1,CO3 |
| 6. Recall Transnational Strategy. | 2,K2,CO3 |
| 7. Infer the meaning of Global Production System. | 2,K1,CO4 |
| 8. Quote on International Marketing. | 2,K2,CO4 |
| 9. Identify the various sources of conflict. | 2,K2,CO5 |
| 10. Infer the need of Arbitration. | 2,K1,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Globalization is the new norm of the business today. Discuss the factors causing globalization of business. 13,K1,CO1
- OR**
- b) As an entrepreneur you are looking for your FMCG Company to go global. Evaluate the suitable methodologies to enter into global business. 13,K1,CO1
12. a) Explain the theories of International trade and investment and compare them. 13,K2,CO2
- OR**
- b) Describe the modern challenges in International Business domain along with their possible solutions. 13,K2,CO2
13. a) Explain the control related policies and procedures followed by any one global firm whose operations you are familiar with. 13,K2,CO3

OR

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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- b) Discuss the various performance indicators of MNEs. Design an evaluation system and explain the mechanics of measurement in international trade. 13,K2,CO3

14. a) Discuss the challenges in product development, pricing, channel management and investment decisions in global business. 13,K2,CO4

OR

- b) What do you understand by foreign exchange risk? Describe the measures taken by global firms in protecting themselves against foreign exchange risks. 13,K2,CO4

15. a) If a company which is new to the international arena was negotiating an agreement with a potential partner in an overseas country, what basic steps should it be prepared to implement? Identify and describe them. 13,K2,CO5

OR

- b) Discuss the disadvantages of international Business. How does one overcome the disadvantages? 13,K2,CO5

**PART - C (1 × 15 = 15 Marks)
(Compulsory)**

16. **MAHINDRA & MAHINDRA entry in USA** 15,K4,CO6

Mahindra USA (MUSA), a wholly-owned subsidiary of Mahindra & Mahindra Ltd., an India-based automobile company, was established in 1994 in Tomball, Texas. The case discusses the company's entry strategy in the US, a market that was known for fierce competition. MUSA entered the US market with compact utility tractors, a segment that was underserved. The company began by importing tractors from India and later set up assembly plants in the US where it assembled CKD kits imported from low-cost manufacturing centers such as India and other Asian countries. The case then talks about the company's initiatives to build the business including customer relationship management, brand building, etc. The case ends with a brief discussion on MUSA's future prospects in the US. M&M planned to enter the US market in the 1990s. Its initial research found that most of its prospective competitors like Deere, CNH Global and AGCO Corp. Tractors marketed a range of large tractors with 75 or higher HP engines and that there was a potential market for compact utility tractors. Analysts highlighted several reasons for MUSA's success in a competitive market like the US. One reason was effective market segmentation. The company specifically targeted hobby farmers, turf managers, nursery operators, and small-scale farmers. Therefore, it focused only on models with 75 HP or lower capacity engines.

Q1. Suggest the entry modes of the M&M in the international market.