

Duration: 3 Hours

Reg. No.

Question Paper Code

21285

MBA - DEGREE EXAMINATIONS, NOV/DEC 2022

Third Semester

Master of Business Administration

20MBT301 - INTERNATIONAL BUSINESS MANAGEMENT

(Regulations 2020)

Max. Marks: 100

PART - A (10 × 2 = 20 Marks) Answer ALL Questions

		Marks, K-Level, CO
1.	Define International Business.	2,K1,CO1
2.	What is meant by Globalisation of Markets?	2,K1,CO1
3.	Why are the Multilateral Agreements required?	2,K1,CO2
4.	What are Regional Trade Blocs?	2,K1,CO2
5.	Identify the strategies for positioning.	2,K1,CO3
6.	State the concept of Contract Manufacturing.	2,K1,CO3
7.	What is meant by Country Risk Analysis?	2,K1,CO4
8.	Define International Marketing Mix.	2,K1,CO4
9.	List the types of Conflicts.	2,K1,CO5
10.	What are ethical dilemmas? Why do they exist?	2,K1,CO5

PART - B $(5 \times 13 = 65 \text{ Marks})$

Answer ALL Questions

11.	a)	Business.	13,K2,COI
		OR	
	b)	Write the characteristics of international business in detail.	13,K2,CO1
12.	a)	Summarize the objectives and functions of IBRD.	13,K2,CO2
		OR	
	b)	Explain in detail about Foreign Investments and discuss the type of Foreign Investment.	13,K2,CO2
13.	a)	Summarize the Strategic Choices and the various factors affecting Strategic Choices.	13,K2,CO3
		OR	
K1 –	Reme	mber; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create	21285

	b)	Discuss the framework for a Performance Evaluation System.	13,K2,CO3
14.	a)	Summarize the factors to be considered before deciding on Global Production Strategy.	13,K2,CO4
		OR	
	b)	Explain in detail the need and importance of country risk analysis.	13,K2,CO4
15.	a)	Discuss the need for Ethics in International Business.	13,K2,CO5
		OR	
	b)	Explain the role of international agencies in conflict resolution.	13,K2,CO5

PART - C $(1 \times 15 = 15 \text{ Marks})$

16. Globe Trotters Auto Corp Ltd. (GTAC), India started in 2004 is a major ^{15,K3,CO6} player in a few automobile segments (SUV), Tractor and Farm Equipments in India. After an impressive growth during the initial few years, the GTAC's Indian Tractor market has been stagnating from 2009 onwards. This scenario is despite the fact that GTAC from 2007 has also been selling its Tractors & other Utility Vehicles in the Global Markets, especially the USA market. (With 7 % market share) where it maintains a 100% subsidiary in the USA with more than 100 dealers. In the USA, it mostly sells the mini tractor with less than 30 horsepower and most of its components are sourced abroad.

Now as a part of operational strategy GTAC has plans to build a global supply chain & Brand recently signed an MOU (Memorandum of Understanding) with the Korean Tractor major 'Tang Sung Tractors' for sourcing the 35 to 50 Horsepower Tractors and sell it in USA and other markets with the brand name of GTAC.

GTAC believes that it can utilise the established expertise of Tang Sung Tractors in Global Marketing & its product appeal by combining it with the Quality & robustness of the prevailing GTAC Tractors.

(1) How the above strategic alliance & market expansion can help GTAC?(2) What risks are involved in the above deal and how can they be tackled?

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

2

21285