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Question Paper Code	12877
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MBA - DEGREE EXAMINATIONS, APRIL / MAY 2024

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</i>	<i>K- Level</i>	<i>CO</i>
1. Demonstrate the term International Business.	2	K2	CO1
2. Define Globalization.	2	K1	CO1
3. What is a Regional Trade Block?	2	K1	CO2
4. Distinguish GATT and WTO.	2	K2	CO2
5. Identify the factors influencing “Differentiation” in Strategic Compulsion.	2	K2	CO3
6. What is Trade Protectionism?	2	K2	CO3
7. Give an account on Global Production.	2	K2	CO4
8. What is Exchange Rate Risk?	2	K1	CO4
9. Outline the significance of Negotiation in International Business.	2	K5	CO5
10. Specify the challenges of International Business.	2	K2	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Elaborate on the various modes of entering into International Business.	13	K5	CO1
OR			
b) Political and cultural environment of a society has great impact on international business. Do you agree? Substantiate your argument with examples.	13	K5	CO1
12. a) i) Elucidate the various objectives and functions of GATT.	6	K5	CO2
ii) Describe any two theories of International Trade.	7	K5	CO2
OR			
b) Explain the types, merits and demerits of Regional Trade Blocks. Discuss the various RTBs across the globe.	13	K5	CO2
13. a) i) Categorize the various global strategic options available for business organizations.	6	K4	CO3

- ii) Analyze the influence of various tariff and non-tariff barriers in international trade. 7 K4 CO3

OR

- b) i) Evaluate the various approaches to control in international business firms. 6 K4 CO3
ii) Appraise the Performance Evaluation system of Global Business. 7 K4 CO3

14. a) Analyze the effectiveness of marketing strategies followed in international business. What are the challenges in international product development, pricing, production and channel management? 13 K4 CO4

OR

- b) Examine the role and significance of selection of expatriate managers and their training and developmental activities in the international business scenario. 13 K4 CO4

15. a) Analyze the sources and types of conflicts in international business and describe in detail how the conflicts are resolved. 13 K4 CO5

OR

- b) What is meant by ethical decision making? Examine the various ethical issues in international business. 13 K4 CO5

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

16. a) Michael Dell founded Dell Computer Corporation, doing business as PC's Limited in 1984 while a student at the University of Texas at Austin, operating from Michael Dell's off-campus dormitory room at Dobie Center. The start-up aimed to sell IBM PC compatible computers built from stock components. Michael Dell started trading in the belief that, by selling personal computer systems directly to customers, PC's Limited could better understand customers' needs and provide the most effective computing solutions to meet those needs. Dell dropped out of college upon completion of his freshman year at the University of Texas in order to focus full-time on his fledgling business, after getting about \$1,000 in expansion-capital from his family. As of April 2021, Dell's net worth was estimated to be over \$50 billion (equivalent to \$50,000,000,000 in 2021).
In 1985, the company produced the first computer of its own design, the "Turbo PC", selling for US\$795 (equivalent to \$1,725 in 2021) and containing an Intel 8088-compatible processor capable of running at a maximum speed of 8 MHz. PC's Limited advertised the systems in national computer magazines for sale directly to consumers, and custom assembled each ordered unit according to a selection of options. This offered buyers prices lower than those of retail brands, but with greater convenience than assembling the components 15 K5 CO2

themselves. PC's Limited was not the first company to use this business model, but they became one of the first to succeed with it. The company grossed more than \$73 million in its first year of trading. The company dropped the PC's Limited name in 1987 to become Dell Computer Corporation and began expanding globally. The reasoning was that this new company name better reflected its presence in the business market, and also resolved issues with the use of "Limited" in a company name in certain countries. The company set up its first international operations in Britain; 11 more followed within the next four years. In June 1988, Dell Computer's market capitalization grew by \$30 million to \$80 million (equivalent to \$160,450,000 in 2021) from its June 22 initial public offering of 3.5 million shares at \$8.50 a share. In 1989, Dell Computer set up its first on-site service programs in order to compensate for the lack of local retailers prepared to act as service centres.

Question:-

1. Appraise the reason why Dell computers have managed its international operations well.