

Reg. No.																			
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code	12250
---------------------	-------

MBA - DEGREE EXAMINATIONS, NOV / DEC 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

*Marks,
K-Level, CO*

1. List down the components of International Business. *2,K1,CO1*
2. State the importance of International Business. *2,K1,CO1*
3. Infer the meaning of GATT. *2,K2,CO2*
4. Recall the features of a Free Trade Zone. *2,K1,CO2*
5. Explain briefly the Global Entry Strategies. *2,K2,CO3*
6. Write the reason why companies choose Joint Ventures. *2,K2,CO3*
7. State the issues in International Manufacturing. *2,K1,CO4*
8. Interpret Exchange Rate Risk. *2,K2,CO4*
9. Differentiate features of MNCs from other international companies. *2,K2,CO5*
10. State the factors affecting International Business Negotiations. *2,K1,CO5*

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) As an entrepreneur you are looking for your FMCG Company to go global. Describe the suitable methodologies to enter into global business. *13,K1,CO1*

OR

b) List down the determinants of country attractiveness. *13,K1,CO1*
12. a) (i) Explain the objectives and functions of GATT. *7,K2,CO2*
(ii) Discuss the differences between GATT and WTO. *6,K2,CO2*

OR

b) Discuss the different types of Regional Trade Blocks. What are their merits and demerits? *13,K2,CO2*
13. a) Construct the control related policies and procedures followed by any one global firm whose operations you are familiar with. *13,K3,CO3*

OR

- b) Identify the protectionism of global business and give its relative merits and demerits. *13,K3,CO3*
14. a) Classify the challenges in product development, pricing, channel management and investment decisions in global business. *13,K4,CO4*

OR

- b) Categorize the various areas of training and development in the selection of Expatriate Managers. *13,K4,CO4*
15. a) Appraise the different sources and types of conflicts in international business and its resolution measures. *13,K5,CO5*

OR

- b) Assess the steps a company new to the international arena, negotiating an agreement with a potential partner in an overseas country should be prepared to implement. *13,K5,CO5*

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

16. a) The Indian government is considering allowing Foreign Direct Investment (FDI) in food retail. The Ratan Tata led Investment Commission has favoured permitting FDI in food retail, especially fresh and processed fruit and vegetables, with export commitments. According to Food Processing Minister Subodh Kant Sahay, “It should be done in such a way that it would boost our agriculture. Our farmers must also get benefits of economic liberalization”. The Investment Commission, set up by the Prime Minister in 2004 to boost investments, made recommendations to the government on both policies and procedures to facilitate greater FDI inflows. The report said, “Foreign food retailers could help in the transmission and adoption of better practices throughout the supply chain and could also facilitate access to export markets.” *15,K5,CO5*

Agreeing with the panel’s suggestion, Mr. Sahay said “there was a need to bring market discipline in procuring agro products from farms. FDI in food retail is the need of the hour. It would mean use of latest technology in the sector, more yield per hectare and optimum usage of arable land. Allowing FDI will create demand across all levels, from raw material to finished products, and, at the same time, maintaining every level of quality and standards.” After permitting 51 percent FDI in single-brand retailing, allowing FDI in select food items, fresh and processed fruit and vegetables is the next step. It would include retailing of farm and dairy produce, marine and poultry products, besides fruits and vegetables. While 100 percent FDI is allowed in

food processing, investment is restricted in retailing.

Today, barely 6 percent of fruits and vegetables produced in India are processed. The country has targeted 20 percent processing within the next few years and is keen on enhancing export of these items from less than 1-3 percent. The government was also considering opening up the \$330 billion retail market with adequate provisions to protect neighbourhood stores. The commerce department is waiting for the report being prepared by ICRIER on the impact of retail on local Kirana outlets. The study was commissioned to the Delhi-based think - tank after the Congress party voiced its concerns over the effects of FDI on retail in the unorganized sector.

Questions:

Assess the following:

1. Future of Kirana shops in the light of FDI in retail.
2. The status of farming community by allowing FDI in retail.
3. Benefit for domestic customers when MNC comes into retail.