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Question Paper Code	14142
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2025

Third Semester

Master of Business Administration

24MBT301 - INTERNATIONAL BUSINESS MANAGEMENT

Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

	Marks	K-Level	CO
1. Define international business.	2	K1	CO1
2. Interpret importance of strategic alliances.	2	K2	CO1
3. Outline about multilateral trade negotiation.	2	K2	CO2
4. Infer about regional trade blocks across the globe.	2	K2	CO2
5. List out features of strategic options.	2	K1	CO3
6. Recall importance of performance evaluation system.	2	K1	CO3
7. Label about scale of operation.	2	K1	CO4
8. Describe about channel management.	2	K2	CO4
9. Summarize affects of international business.	2	K2	CO5
10. Tell about ethical issues in international business.	2	K1	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Examine various modes of entry into international business with illustrations.	13	K3	CO1
OR			
b) Explain the factors affecting in international business environment.	13	K3	CO1
12. a) (i) Discuss the roles of GATT and roles of WTO with examples.	7	K3	CO2
(ii) Enumerate various challenges and opportunities of global business with substantial evidences.	6	K3	CO2
OR			
b) Describe theories of international trade and investment with illustrations.	13	K3	CO2
13. a) (i) Develop the trends and development in international business with examples in India.	7	K4	CO3
(ii) Summarize about world trade and protectionism.	6	K4	CO3

OR

- b) Appraise controlling of international business through framing organizational structure in India. 13 K4 CO3
14. a) Analyze the issues in global supply chain management through international business management. 13 K4 CO4
- OR**
- b) Evaluate different types of training and development practices given to the expatriate managers in International business. 13 K4 CO4
15. a) Assess various source and types of conflict and management in international business with substantial evidences. 13 K5 CO5
- OR**
- b) Generate the roles and functions of International agencies with examples. 13 K5 CO5

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

16. Case Study: **Nike Entry and Expansion Strategy** 15 K5 CO3
- US-based Nike, Inc., the world's leading designer, marketer, and distributor of athletic footwear, apparel, equipment, and accessories, has had a presence in China since the 1970s. The low wages and talented manpower in China encouraged Nike to shift some of its production from other countries like in India. However, Philip Knight, one of the founders of Nike saw China as a huge market for Nike.
- The consumer presence of Nike in India started in 1980s. In order to encourage and build a sporting culture in the country, Nike sponsored several clubs and sports related events, including professional leagues. It launched professional sporting leagues and was instrumental in building the American 'street ball' culture in India.
- Questions:**
1. Evaluate the existing practices of Nike entry and expansion strategy in India.
 2. Design the strategies for Nike's products to popularize sports and related activities among its competitors in India.