

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

Question Paper Code	13654
---------------------	-------

MBA - DEGREE EXAMINATIONS, APRIL / MAY 2025

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. Interpret the term International Business.	2	K2	CO1
2. Differentiate Domestic and International Business.	2	K2	CO1
3. Infer the meaning of GATT.	2	K1	CO2
4. Discuss the role of the IMF.	2	K1	CO2
5. What is meant by Transnational Strategy?	2	K1	CO3
6. Why do companies choose Joint Venture?	2	K1	CO3
7. Infer the meaning of Global Production System.	2	K1	CO4
8. Quote on International Marketing.	2	K1	CO4
9. Identify the various sources of conflict.	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) Would large geographical area help a country in its international business? Discuss.	13	K3	CO1
OR			
b) Elucidate how the culture of the host country is important for starting businesses in the country by a company from another country.	13	K3	CO1
12. a) “Competitive is defined as the ability of a national economy to achieve sustained high rates of economic growth on the basis of suitable policies institutions and other economic characteristics”. Elaborate this statement.	13	K3	CO2
OR			
b) What is meant by a Regional Trade Bloc? Discuss and analyze its types and reasons for forming RTBs.	13	K3	CO2
13. a) Kurkure launched “Kurkure South Spice Mix” to attract south Indians who usually likes to eat spicy snacks. Assume that you are the International Product Manager of “Kurkure”, your target is to expand Kurkure” to the Middle East Discuss the cultural factors before you enter into the Middle East market and suggest three best entry methods with valid reasons.	13	K4	CO3

OR

- b) Examine the problem you could see with Performance Evaluation of MNCs. 13 K4 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) What are the recent conflicts in international business? Identify the different sources and types of conflicts in doing international business and its resolution measures. 13 K2 CO5

OR

- b) State the need and importance of Ethical practices in International Business. 13 K2 CO5

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

16. a) Globe Trotters Auto Corp Ltd. (GTAC), India started in 2004 is a major 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. 15 K5 CO4

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.

(i) How the above strategic alliance & market expansion can help GTAC?

(ii) What risks are involved in the above deal and how can they be tackled?