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Question Paper Code	12460
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MBA - DEGREE EXAMINATIONS, NOV/DEC 2023

Third Semester

Master of Business Administration

BA5301 - INTERNATIONAL BUSINESS MANAGEMENT

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

*Marks,
K-Level, CO*
2,K1,CO1

1. What is meant by International Business? *2,K1,CO1*
2. State why Environment is important in International Business. *2,K1,CO1*
3. Expand WTO. Which year it was established? *2,K2,CO2*
4. Write two advantages of RTBs. *2,K2,CO2*
5. Is it possible to standardize a product globally? Justify your views. *2,K1,CO3*
6. Write any three strategic options for a domestic company to enter into global market. *2,K1,CO3*
7. Write three types of Global Pricing Methods. *2,K1,CO4*
8. What is meant by Exchange Rate Risk? *2,K2,CO4*
9. Write two Disadvantages of International Business. *2,K2,CO5*
10. Write any one ethical issue in International Business with example. *2,K2,CO5*

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain the Political, Economic, Social and Cultural environment of International Business with suitable real time examples. *13,K2,CO1*

OR

b) Discuss the importance of International Business in the Economic Development of a Country. *13,K2,CO1*
12. a) Analyze the steps taken by Indian Government to globalize the economy. *13,K3,CO2*

OR

b) What are the Challenges of Global Business? Describe them. *13,K3,CO2*
13. a) What are the available Modes of entry into Global Market? Explain each one of them. *13,K3,CO3*

OR

- b) When is Joint Venture (JV) an appropriate strategy? Describe the types of JVs with examples and also explain the challenges faced by JVs. 13,K3,CO3
14. a) Write in detail the various quality considerations to be taken into account for the Globalization of Market. 13,K4,CO4
- OR**
- b) What are the Challenges in designing global marketing strategies? Also discuss the Channel management in global business. 13,K4,CO4
15. a) What is Ethical Decision Making and explain why it is perceived as a complex task in International Business Management. 13,K4,CO5
- OR**
- b) Discuss the possible competitive responses of a domestic firm to the threat of global players' entry in an emerging market. 13,K4,CO5

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

16. a) Carefully analyze the following **case** and answer the posers at the end. 15,K4,CO5
- Globe Trotters Auto Corp Ltd. (GTAC), India started in 2004 is a major player in a few automobile segments (SUV), Tractor and Farm Equipment 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 USA with more than 100 dealers. In 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 Horse Power 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.
- Posers:
1. How the above strategic alliance & market expansion can help GTAC?
 2. What risks are involved in the above deal and how they can be tackled?

