

MBIB 3001

M.B.A. DEGREE EXAMINATION,
DECEMBER 2016/JANUARY 2017.

Third Semester

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Give an account of legal environment of International business.
2. Write a note on sociocultural environment in International business.
3. What are the economic factors relevant to international business?
4. What are the functions of WTO?
5. What are the issues in transfer of technology?

6. Write short notes on international commodity agreements.
7. Give a brief account of country classification in international business environment.
8. What are the objectives of current foreign trade policy of India?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the framework for analysing international business environment.
10. Discuss in detail the international economic environment and its significance.
11. Discuss the salient features of international economic institutions and agreements.
12. Elucidate the role of MNC's in global economic integration.
13. Explain the organizational characteristics of multinational, global, international and transnational corporations.
14. Discuss the various methods of Technology Transfer.

15. Critically examine the implications of the differences in socio-cultural environment of business.
16. Outline the theories of international investments.

PART C — (20 marks)

(Compulsory)

17. Case study :

Elucidate the pros and cons of any two mergers and acquisitions of MNC's. Also mention its significance and impact in their respective industries.

MBIB 3002

M.B.A. DEGREE EXAMINATION,
DECEMBER 2016/JANUARY 2017.

Third Semester

International Business

MANAGEMENT OF MULTINATIONAL
CORPORATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. What is mean by international management? Explain its importance.
2. What are the characteristics of MNCs? Explain.
3. Write a short note on value creation strategy.
4. What are the scope of comparative management? Explain.
5. State the growth pattern of MNCs in international business.
6. Explain the concept of ethical responsibility of business.

7. What are the roles of service technology and operation in international business? Explain.
8. Briefly explain the importance of government policy on entry of FIIs.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Critically examine the trends in international investment and trade.
10. Explain with suitable examples the different schools thoughts of international management.
11. Describe, in detail, the roles and significance of MNCs.
12. Discuss the advantages and disadvantages of various global entry strategies of MNCs.
13. Describe briefly the basic organisation structures of international corporations.
14. Discuss the differences and similarities of Japanese and U.S. styles of management.
15. What are the various steps in formulating international business strategy? Explain with examples.
16. Write an essay on internationalization of Indian Business firms and their operation in abroad.

PART C — (1 × 20 = 20 marks)

17. Compulsory :

- (a) What are likely consequences of the Slowdown in U.S. economic growth for the value of U.S. Dollar? For the U.S. trade balance? For the Indian I.T. companies providing IT services in U.S.A.
- (b) Explain the challenges and opportunities of international business.

MBIB 3003

M.B.A. DEGREE EXAMINATION,
DECEMBER 2016/JANUARY 2017.

Third Semester

International Business

INTERNATIONAL BUSINESS LAW

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the existing legal framework of international business.
2. Explain the fundamental principles and charter for formation of GATT/WTO.
3. Elucidate the various methods of international trade practices.
4. What are the legal requirements for international transactions?
5. Write note on FEMA.
6. Describe the value of foreign investment for developing countries.

7. Explain the need of anti-dumping duties.
8. Express the effect of technological advancement in decision making on world trade.

PART B — ($5 \times 10 = 50$ marks)

Answer any FIVE questions.

9. Describe the rights and duties of agents and distributors in international sales agreement.
10. Discuss the legal complexities related to international business.
11. Illustrate the significance of regional grouping in international trade.
12. Describe the influence of subsidies and other non-tariff barriers in international trade.
13. Discuss the prevailing regulations for patents and its impact on international trade.

as Telenor had highly over-paid for the licenses; or exit the business, putting the responsibility on Unitech to bear the exit charges of the business.

Answer the following:

- (a) Why MNCs are vulnerable to political risks? What are the influences that prompt a firm to pull-out of a particular market?
- (b) When an MNC is forced to withdraw its operations from a country, what are the strategic considerations and the different withdrawal alternatives/exit strategies available?

14. Elucidate the effect of international framework of electronic commerce on India.
15. Write note on the sharing of tax revenue in international trade.
16. Discuss the impact of multilateral or bilateral treaties on the growth of country.

PART C — (20 marks)

(Compulsory)

17. Case Study

In 2012, the Supreme Court of India had quashed 122 licenses awarded in 2008 by the then telecom minister. The licenses were cancelled on the grounds that the entire allocation was made in an arbitrary and unconstitutional manner. However, the affected companies were allowed to continue their operations until new rules were finalised. The Supreme Court pointed out the basic flaw in the first-cum-first-served (FCFS) basis in matters that involved the use of public property. It involved a component of chance, thereby leading to intrinsically risky repercussions.

The verdict though hailed by anti-corruption crusaders, left the investors, vendors and banks upset about their billions of dollars going down the drain. The global telecom operators had followed the government policies in force at the time and had set-up their operations in India through joint ventures with companies to whom the licenses were already awarded in the controversial sale. The ruling ultimately turned out to be a serious attack on lawful investments made by foreign operators in India notably Norway's Telenor and Russia's Sistema. Both these companies approached the Govt. of India to resolve the license related disputes without jeopardising their investments, citing bilateral treaties. As a result of the cancellation of the licenses, Telenor, the majority stakeholder in uninor, revoked its contract with the Indian partner Unitech and brought a claim against it seeking indemnity and compensation for the investment made. The shares of Telenor at the Oslo Stock Exchange in Norway fell on 2nd February, 2012 as a consequence of the Supreme Court verdict.

Telenor excluded India from its financial outlook for 2012. It held Unitech liable for breach of warranties related to the cancellation of licenses and sought compensation for its entire investment, guarantees and damages caused by the Supreme Court order. It was also all set to write-off its investments as a precautionary measure. India had been a difficult market filled with constant surprises and the Supreme Court's decision could allow Telenor to quit the Indian market where it had always struggled. With TRAI recommending a ten-fold higher base price for the revised spectrum auction, Telenor's prospective costs could well exceed its limit, leaving the exit option as the only viable choice. On the other hand, Telenor Group planned to set-up a new Indian company to take operations forward in that country. This move could allow Telenor Group to take up 74% ownership, allowing the telecom giant to float a new joint venture and continue to focus on its long-term objectives of staying and expanding in India. Telenor has two possible options: off-load the liability onto Unitech Wireless

to be a mystery for his proposed campaign in the highly competitive consumer durables market.

In the light of the above situation

- (a) Does the role of promotion in the marketing vary from one country to another country for the same product/service.
 - (b) Explain advertisement and stages of economic development in the light of the above situation.
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MBIB 3004

M.B.A. DEGREE EXAMINATION,
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Third Semester

International Business

GLOBAL MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

- 1. Explain about the importance of international marketing.
- 2. How the internal environmental factors influencing international marketing decisions?
- 3. What are the steps involved in product planning for global markets?
- 4. How can you maintain public relations in global marketing? Explain it with an example.
- 5. What are the factors to be considered while selecting channels for distribution in global markets?

6. What do you mean by ethnocentric marketing/management concept? Explain in detail.
7. How do demographic factors of a country influence global marketing?
8. Compare and contrast product standardisation and adaptation.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Explain the various factors influencing pricing decisions in global marketing.
10. Elucidate the role of logistics in global marketing.
11. Summarise the different complexities in international marketing.
12. In a globalised marketing scenario how can a company overcome the barriers on account of cultural and social differences. Suggest a suitable mechanism.
13. What modelities are okay for a diversified global company to have very good after sales service network?
14. Suggest all possible sales promotion strategies for a global company.

15. How can you manage a good relation with your international agents and distributors.
16. Explain with suitable example about different market segmentation.

PART C — (1 × 20 = 20 marks)

17. Case study – Compulsory

Mr. John O. Toole has been recently promoted to the post of marketing Chief (Asia) in Gold Star Inc. Which is in the process of invading the Indian market with its wide range of consumer durables. Mr. Toole was making various mental calculations regarding the advertisement campaign which he wanted to launch in a couple of months. Feeling exhausted he wanted to relax in the posh suite of The Residency. He was just going through an article in the recent issue of A and M. Which read 'when photographing a couple entering a restaurant, you show the woman preceding the man, correct? No. Not in Germany and France. And this would be laughable in Japan. Having someone in a commercial hold up his hand with the back of it to you, the viewer, and the fingers moving toward him should communicate 'come here'. In Italy it means 'Good Bye —————'.

Mr. Toole closed the magazine and was really worried. Indian market. Which is known for its traditional culture and introvert attitude, seems

MBIB 3005

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Third Semester

International Business

EXIM FINANCING AND DOCUMENTATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain Certificate of Origin and its significance.
2. Write a note on FEMA Act 1999.
3. Define Customs duty, Excise duty and Export duty.
4. Discuss foreign exchange risk in EXIM business.
5. Discuss the significance of EPCG.
6. Who are called Trading Houses? On what basis Trading Houses categorised in FTP 2015-2020.
7. What are the export incentives available for the registered exporter with EPC?
8. Define factoring agency and highlights their importance in export financing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Critically examine the role of EXIM bank financing for the promotion of India's International Trade.
10. What are the procedures to be followed in starting an Export organisation?
11. "Export houses and trading houses relevant today – Express your views.
12. Discuss pre and post shipment finance offered by commercial banks to exporters.
13. Enumerate about DEPB Scheme. Why it is merged with Duty Draw Back Scheme?
14. Emphasise the significance of ISO series certification and its uses.
15. Discuss "Make in India" schemes and its suitability to SEZs trade promotion.
16. Discuss the steps involved in securing import licence.

Questions :

- (a) Do you think that reduction in number of export and import documentation help to improve performance of exports?
 - (b) What are the benefits the exporter and importer can gain out of reduction number of documents?
 - (c) What do you mean by Ease of Doing Business?
 - (d) Do you think that India can achieve Ease of doing Business in line with World Bank Recommendation?
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PART C — (1 × 20 = 20 marks)

Case Study (Compulsory)

17. Mandatory Documents Required For Export and Import Reduced To Three each :

India took a leap forward in improving 'Ease of Doing Business' today by reducing the mandatory documents required for import and export of goods to three documents each. The Directorate General of Foreign Trade (DGFT) issued a Notification to this effect. The Department of Commerce had setup an Inter Ministerial Committee under the Chairmanship of DGFT in July 2014 to study and recommend ways to reduce the number of mandatory documents required for export and import. The Committee held detailed discussions with all stakeholders and the concerned Departments/ Ministries/Agencies and also visited JNPT to study the ground situation and find ways to minimize the number of documents and reduce transaction costs and time for exports and imports.

The Committee submitted its "Trading Across Borders" report to Prime Ministers Office in December 2014. Based on the recommendations of the report, the RBI has agreed to do away with the 'Foreign Exchange Control Form (SDF)' by incorporating the declaration in the 'Shipping Bill' (for exports) and dispensing with the Foreign Exchange Control Form (Form A-1)' (for imports). Customs have also agreed to merge the

'Commercial Invoice' with the 'Packing List' and have issued a Circular for accepting Commercial Invoice cum Packing List' that incorporates the required details of both the documents.

The exporters and importers, however, have the option of filing separate 'Commercial Invoice' and 'Packing List' also, if they so desire Shipping Ministry has also agreed to do away with the requirement of 'Terminal Handling Receipt' and make the process online. As a consequence, after issue of the DGFT's Notification dated 12-3-2015, only three documents each would be mandatory documents for export and import.

| Mandatory documents for Export and Import | | |
|---|-------------------------------------|-------------------------------------|
| S. No. | Exports | Imports |
| 1 | Bill of Lading/Airway Bill | Bill of Lading/Airway Bill |
| 2 | Commercial Invoice cum Packing List | Commercial Invoice cum Packing List |
| 3 | Shipping Bill/Bill of Export | Bill of Entry |

It maybe recalled that India ranked 126 in "Trading Across Borders" component of "Ease of Doing Business", out of 189 countries ranked by the World Bank, in its 2015 Report. The ranking methodology adopted by the World Bank for 'Trading Across Border' takes into account the

number of mandatory documents required for export and import and the time and cost of exporting/importing a container out of/into the country, World Bank's 2015 Report listed 7 and 10 mandatory documents respectively For export and import from/to India.

| Mandatory documents listed by World Bank in doing Business Report 2015 | | |
|--|-------------------------------------|--|
| S. No. | Exports | Imports |
| 1 | Shipping Bill | Bill of Entry |
| 2 | Commercial Invoice | Commercial Invoice |
| 3 | Packing List | Packing List |
| 4 | Bill of Lading | Bill of Lading |
| 5 | Foreign Exchange Control Form (SDF) | Foreign Exchange Control Form (Form A-1) |
| 6 | Terminal Handling Receipt | Terminal Handling Receipt |
| 7 | Technical Standard Certificate | Certified Engineer's Report |
| 8 | | Cargo Release Order |
| 9 | | Product manual |
| 10 | | Inspection report |