

MBIB 3001

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of eight questions.

1. What is meant by International Business? Explain its scope.
2. How does political environment effect Business?
3. List out the international economic institution.
4. What is Technology transfer?
5. How are countries classified on economic grounds?
6. What is Foreign Investment? Explain its role.
7. State the various types of MNCs.
8. Discuss the conceptual frame work of multinational companies.

PART B — ($5 \times 10 = 50$ marks)

Answer any FIVE questions.

9. Explain the framework of International Business environment.
10. How does world Bank function? Explain.
11. Discuss the types of mergers and Acquisitions of MNC's.
12. Explain the economic Trade policies of various countries.
13. Discuss the different types of FDI.
14. Describe the role WTO and IMF in the global business.
15. How does a business man enter into international business? Explain.
16. Discuss the importance of legal and cultural environmental forces shaping global business.
17. Describe various barriers in Foreign investment flows.
18. Explain the term International commodity agreement.

PART C — ($1 \times 20 = 20$ marks)

(Compulsory)

19. What is the current status of FDI in India? Do a SWOT analysis of the same.

MBIB 3002

M.B.A. DEGREE EXAMINATION, JANUARY 2021

Third Semester

International Business

MANAGEMENT OF MULTINATIONAL
CORPORATIONS

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of Eight questions.

1. What are the special features of MNCs?
2. Explain the organisation structure for MNCs.
3. What are the problems faced by MNCs?
4. What are the factors that contribute to the growth of MNCs?
5. Explain the nature of strategic management of MNCs.
6. Critically examine the role played by Government of India in foreign collaborations and joint ventures.

7. What are the scope and importance of comparative management?
8. Compare and contrast the American and Japanese organisational designs of MWCs.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight questions.

9. What are Multinational corporations? Explain the significance of MNCs in promoting world trade.
10. Explain the different stages of globalisation.
11. Would China become a threat to India? If so, explain the strategies for Indian business to overcome.
12. Analyse the steps taken by Government of India to globalise the economy.
13. Describe need and significance for global investment.
14. Discuss the advantages and limitations of multinationals from the point of view of host developing countries.
15. Explain the relevance of ethics to MNCs in International business.
16. Explain the need and importance of FIIs.

PART C — (1 × 20 = 20 marks)

CASE STUDY (Compulsory)

17. Meters Limited is a company engaged in the designing, manufacturing, and marketing of instruments like speed meters, oil pressure gauges, and so on, that are fitted into two and four wheelers. Their current investment in assets is around Rs.5 crores and their last year turnover was Rs.15 crores, just adequate enough to breakeven. The company has been witnessing over the last couple of years, a fall in their market share prices since many customers are switching over to a new range of electronic instruments from the angle of mechanical instruments that have been the mainstay of Meters Limited. The Company has received a firm offer of cooperation from a competitor who is similarly placed in respect of product range. The offer implied the following :
- (a) transfer of the manufacturing line from the competitor to Meters Limited;
 - (b) manufacture of mechanical instruments by Meters Limited for the competitor to the latter's specifications and brand name; and
 - (c) marketing by the competitor. The benefits that will accrue to Meters Limited will be better utilization of its installed capacity and appropriate financial compensation for the

manufacturing effort. The production manager of Meters Limited has welcomed the proposal and points out that it will enable the company to make profits. The sales manager is doubtful about the same since the demand for mechanical instruments is shrinking. The chief Executive is studying the offer.

Questions :

- (i) What is divestment strategy? Do you see it being practiced in the given case? Explain.
- (ii) What is stability strategy? Should Meters Limited adopt it?
- (iii) What is expansion strategy? What are the implications for Meters Limited in case it is adopted?
- (iv) What are your suggestions to the Chief Executive?

MBIB 3003

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

International Business

INTERNATIONAL BUSINESS LAW

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the important principles of law for business across borders.
2. Bring out the differences between an Agent and a Distributor?
3. What are the Functions of WTO?
4. Compare and contrast GATT and WTO.
5. Explain the types of Franchising?
6. What is E-Commerce? Explain the components of F-Commerce?

7. What are the Permissible Sources for Funding Overseas Direct Investment?
8. Under which case Resident individual in India can acquire/sell foreign securities without prior approval of the Reserve Bank?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the various elements of valid contract.
10. Examine the nature of International Business laws.
11. Illustrate the basic principles and charter of WTO.
12. Analyse the GATT/WTO Provisions Relating to Technical Standards.
13. Describe the various types of joint ventures.
14. Explain any five laws of Cross Border Transactions.
15. Explain any five Card transfer payment transaction.
16. Explain the law relating to setting up offices and branches in broad by Indian Entities.

PART C — (1 × 20 = 20 marks)

(Compulsory question)

17. Kodak started selling photographic equipment on Japan 1889 and by the 1930s it had a dominant position in the Japanese market. But after World War II, U.S. occupation forces persuaded most U.S. companies including Kodak to leave Japan to give the war torn local industry a chance to recover. Kodak was effectively priced out of the market by tariff barriers; over the next 35 years Fuji gained a 70% share of the market while Kodak saw its share slip to a miserable 5%. During this period Kodak limited much of its activities in Japan to the sale of technology.

This situation persisted until the early 1980s when Fuji launched an aggressive export drive, attacking Kodak in the North American and European markets. Deciding that a good offense is the best defense, in 1984 and the next six years, Kodak outspent Fuji in Japan by a ratio of more than 3 to 1. It erected mammoth \$1 million near signs as land marks in many of Japan's big cities and also sponsored Sumo wrestling, Judo, and Tennis tournaments and even the Japanese team at the 1988 Seoul Olympics. Thus Kodak has put Fuji on the defensive, forcing it to divert resources from overseas to defend itself at home. By 1990, some of Fuji's best executives had been pulled back to Tokyo.

All this success, however, was apparently not enough for Kodak. In May 1995, Kodak filed a petition with the US trade office, that accused the Japanese Government and Fuji of “Unfair trading practices”. According to the petition, the Japanese government helped to create a ‘profit sanctuary’ for Fuji in Japan by systematically denying Kodak access to Japanese distribution channels for consumer film and paper. Kodak claims Fuji has effectively shut Kodak products out of four distributors that have a 70% share of the photo distribution market. Fuji has an equity position in two of the distributors as a reward for their loyalty to Fuji, and owns stakes in the banks that finance them. Kodak also claims that Fuji uses similar tactics to control 430 wholesale photo furnishing labs in Japan to which it is the exclusive supplier. Moreover, Kodak's petition claims that the Japanese government has actively encouraged these practices.

But Fuji has similar counter arguments relating to Kodak in U.S. and states bluntly that Kodak's charges are a clear case of the pot calling the kettle black.

- (a) What was the critical catalyst that led Kodak to start taking the Japanese market seriously?
- (b) From the evidence given in the case do you think Kodak's charges of unfair trading practices against Fuji are valid? Support your answer.
- (c) What legal remedies available to Kodak as well as Fuji, under the above circumstances?

MBIB 3004

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

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 questions.

1. Compare domestic and International marketing.
2. The method of Franchising is a common method of entry- comment.
3. Cultural shock is inevitable in the promotional activities of global market - Justify.
4. International brands occupy a pragmatic importance in the product development— Comment.
5. Packaging styles vary from product to product or brand to brand - describe your views.
6. Pricing strategies plays an important role in the profit making in global marketing— present your idea with suitable examples.

7. Highlight the importance of scanning the marketing environment.
8. Choosing an appropriate mode of logistics will reduce the time, cost in global marketing- justify.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss and contribute your views on the complexities faced by the firm in global marketing.
10. Argue the importance of the marketing elements in the marketing environment.
11. Compare and contrast the aspect of standardization vs. adaptation.
12. Examine the importance of international advertising.
13. Channel selection decision impacts the distribution - elucidate.
14. EPRG frame work contributes its best for global marketing - comment.
15. Do packaging and labelling contribute importance in the growth of global marketing- Discuss
16. Elucidate the importance of market segmentation in global marketing.

PART C — (1 × 20 = 20 marks)

17. Case Study – Compulsory

KFC has made wave after wave in the marketing community due to its resounding success in China. Far and away the country's most popular American fast food chain, the company is seemingly bulletproof when it comes to its performance with Chinese consumers. KFC became the first American fast food chain to enter the Chinese market when it opened its first restaurant just a short walk from Beijing's famous Tiananmen Square in 1987. At the time, the three-story branch was KFC's largest in the world - an impressive start which set the tone for the chain's continued triumphs in the country.

Under the stewardship of Yum China president and COO Joey Wat, KFC has found renewed success with its younger fans through associating itself with favoured entertainers. One of the company's most reliable collaborators are TFBoys, a hugely popular Chinese boy band with a combined Weibo following of over 100 million. The trio helped launch KFC's trendy Black Burger - a Zinger served on a bun dyed black with vegetable carbon - and have regularly partnered with the company to push a variety of other items, including the recent "Angry Burger" variation inspired by the Angry Birds franchise.

In China, it's typical for office workers to grab a hot breakfast from a street-side vendor on the way to work. Realizing this, KFC created an entire Chinese breakfast menu in order to tap into this behavior. Many KFC restaurants in urban business districts open at 6am to capture this segment. KFC China markets its breakfast offerings based on their quality and hygiene practices, going so far as to dub its Youtiao—a puffy fried dough stick—the “Don’t worry Youtiao” KFC reinvented itself as the go-to destination for clean, high-quality Chinese breakfast, and in doing so succeeded in manipulating its brand awareness so that it would be as much a natural breakfast choice as any other local option

KFC restaurants can't fill bellies if they aren't stocked with ingredients. As such, a reliable logistics network is invaluable for daily business operations. When KFC entered China all the way back in 1987, it put its first-mover advantage to good use as it expanded by creating its own self-operated distribution network, rather than relying on China's then-underdeveloped infrastructure.

Question:

- (a) Explain the strategy framed by KFC to have a successful market?
- (b) How take away strategy has gained success in Global marketing?

MBIB 3005

M.B.A. DEGREE EXAMINATION, JANUARY 2021.

Third Semester

International Business

EXIM FINANCING AND DOCUMENTATION

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What are the functions of EXIM finance?
2. What are the documents which must accompany an export shipment? Describe them briefly.
3. Explain the advantages of modified LERMS.
4. Describe the different types of certification differentiate the operational areas.
5. Explain the scope of using quality control techniques.
6. What are the different types of insurance policies?
7. Describe the export promotion measures taken by government of India.
8. Explain the drawback claim procedure.

PART B — ($5 \times 10 = 50$ marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain any three principal documents.
10. What is meant by marine insurance? Describe the claim procedure.
11. What is ECGC and explain how it protects exporters?
12. Elaborate the procedure for import license.
13. Illustrate the role of EXIM bank in export finance.
14. What is export incentive? Describe the documents needed to be submitted.
15. Discuss in detail about the objectives and validity period of export houses.
16. Enumerate the steps involved in securing import license.

PART C — ($1 \times 20 = 20$ marks)

(Compulsory)

17. Case Study:

The Settlement Commission is meant for providing a chance to the tax evader who wants to turn a new leaf, as recommended by the Direct

Taxes Inquiry Committee, popularly known as the Wanchoo Committee. To achieve this objective, the Commission, so constituted, was empowered to grant partial or full waiver from imposition of penalty and interest and so also grant immunity from prosecution so as to lure the tax evader to “come clean”. Settlement commission for customs and central excise has continued to serve this purpose of an alternative channel for resolution of disputes.

The law makers, probably having taken the cue from Income Tax Act, 1961, stipulated certain conditions relating to filing of an application for settlement of cases in Customs and Excise, thereby restricting the scope of operation of the said machinery. Section 127B of the Customs Act, 1962 provides filing of application by the applicant for the settlement of cases before Settlement Commission. Accordingly, the Settlement Commission cannot entertain cases which are pending with the Appellate Tribunal or in a court. Similarly, the matters relating to classification cannot be raised before the commission. It is also specified that no application can be made unless the appellant has received a show cause notice issued by the proper Officer and the additional amount of duty accepted as payable by the applicant in his application exceeds two lakh rupees.

Such restrictions and many others borne out of interpretation of the statute invariably lead to interpretation of wordings thereof and eventually to litigation. One may say, that as law evolves out of such interpretation and given the nascent stage of the provisions related to the said machinery, such issues would definitely have been unavoidable. Accordingly, in short span, the Settlement Commission has been besotted with certain teething issues, which have since been 'settled'.

Question:

- (a) It shows there are lots of restrictions in appealing to settlement commission. Would you agree to it or not? Justify your answer.
 - (b) Discuss the settlement mechanism in detail with reference to appeals and revisions.
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