

MBIB 3001

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

(2012-2013 Batch onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss the scope of international business.
2. What are the different modes of entry into international business?
3. What is meant by international commodity agreements? Explain its objectives.
4. Discuss the functions of WTO.
5. Explain the merits and demerits of multinational corporations.
6. Discuss the cultural environment and its influence on international business.

7. Write short notes on economic trade policies (protectionism).

8. What are the benefits of Foreign Direct Investment?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the significance of international business.

10. Explain the social environment of business with examples.

11. What are the functions and goals of UNCTAD?

12. Discuss the activities of IMF.

13. What is meant by technology transfer? Explain the barriers to technology transfer.

14. Explain the significance of foreign investment.

15. Explain the types, significance, limitations and factors influencing foreign investment.

16. What are the incentives given to attract FDI?

PART C — (20 marks)

(Compulsory)

17. Case study:

Imagine yourself as the owner of a public limited company and discuss the changing scenario of business environment in India and its principal implications on your business. (You can imagine any type of company (manufacturing/service etc), product, industry of your choice).

MBIB 3002

M.B.A. DEGREE EXAMINATION,
JUNE 2015.

Third Semester

International Business

**MANAGEMENT OF MULTINATIONAL
CORPORATIONS**

(2012 – 2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the significance of Multi National corporations.
2. What is meant by licensing?
3. Define the term exporting. What are its merits and demerits?
4. Discuss the reasons for the growth of MNCs.
5. Explain the concept of managerial grid in detail.
6. Explain the focus of Chinese management system.

7. Discuss the various levels of strategy formulation.
8. What are the reasons for firms to become Multi National Enterprises?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the various trends that affect the corporate world.
10. Explain any two theories of international trade in detail.
11. What is meant by strategic alliance? What are its merits and demerits?
12. Discuss the various challenges faced by MNCs.
13. Discuss the multinational strategic management process in detail.
14. Elaborate the various methods of comparative management.
15. Discuss the various factors that influence the decision for plant location.
16. Describe Mergers and Acquisitions. List out the types of mergers.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Case Study:-

Read the following case and answer the questions given at the end:

Many experts like Friedman believe that if businesses were to survive, they must be relieved of inappropriate social responsibilities and allowed to get back to basics: Making Money. A business's primary responsibility is to maximize profits. A company's contribution to the general welfare should be the efficient production of goods and services. Social problems should be left to concerned individuals and Government agencies.

Questions

- (a) Whether the opinion of Friedman is correct?
- (b) If yes, substantiate your answer suitably.

MBIB 3003

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

International Business

INTERNATIONAL BUSINESS LAWS

(2012 – 2013 Batch Onwards)

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define international law. Explain its scope.
2. Explain the different types of letter of credit.
3. Differentiate between GATT and WTO.
4. Discuss the Implications of WTO with regard to TRIMs.
5. Define the term joint venture. What are its characteristics?
6. Write a detailed note on SWIFT (Society for Worldwide Interbank Financial Telecommunication?)

7. Define FEMA. What are its features?
8. Explain the different organizations that addresses E-Commerce law at the International Level.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the nature and complexities of legal framework of international business.
10. What are the contents of an international quotation?
11. Discuss the important terms used in international trade.
12. Explain the WTO's provisions as to Custom valuation? What are the different methods of valuation and agreed agreements that prevail?
13. Define features and explain the advantages of franchising.
14. Describe the Laws that are applicable to cross border transactions business.
15. Elaborate the rights and duties of Principals, Agents and Distributors.
16. Enumerate the legal considerations for setting up offices and branches abroad.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Case Study :

Read the following case and answer the questions given at the end:

Trends and fashions Garments, one of the Bangladesh's largest exporters of ready-made garments was recently hurt by the quota allocations imposed by the U.S. Because the U.S. was the firms largest customer, its sales decreased by 40%. In order to counter balance this drastic sales drop Mr. Kiran, the Company's Chairman, decided to enter the EEC market. The problem was that this market was highly fragmented, thus only a large number of relatively small orders were available.

Question:

Evaluate the Pros and Cons of several alternatives that Mr. Kiran might consider.

The consultant arranged to get all the permissions. Mr. Prabu got all the permission to establish the factory at Jeddah. Then he arranged to import the machinery from India. After importing the machinery and equipments, Mr. Prabu established the factory and started producing the match box on a commercial scale in January 2000.

Mr. Prabu conducted another survey, and fixed the price of each match box at Riyal 0.50 as the competitors match boxes were priced at Riyal 1.00 in order to hit all the competing firms as got as market share as possible.

Mr. Prabu released the first batch of match boxes into the market in March 2000. The first batch of the match boxes were sold like hot cakes and Mr. Prabu was very much thrilled of the success of his project. He released the second batch of match boxes into market. But, unfortunately, he could not sell even a single match box of the second batch. The same was the case of the subsequent batches. Ultimately, Mr. Prabu was forced to close the factory.

Questions :

- (i) What are the reasons for the highly positive response for the first batch of products?
- (ii) What was the reason for the very poor response for second batch of product?
- (iii) Why Mr. Prabu failed in his project?

MBIB 3004

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

International Business

GLOBAL MARKETING MANAGEMENT

(2012-2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the concept and principles of global marketing.
2. What are the complexities in international marketing?
3. Explain the economic environment of international marketing in detail.
4. What are the sources of new product ideas?
5. Write short notes on packaging and labeling.
6. What is meant by international advertising? Explain the factors that influence the need for international advertising.

7. Define personal selling. What are its objectives?
8. What are the factors to be considered while deciding the channel design?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the factors that influence international marketing.
10. Illustrate the impact of social and cultural environment on the marketing of industrial products.
11. What strategies do companies follow to enter into global markets?
12. Discuss the theory of international product life cycle.
13. What is meant by global pricing? Explain some of the global pricing strategies.
14. Discuss the environmental influences on pricing decisions.
15. Define sales promotion. Explain its objectives.
16. Explain the meaning and types of distribution channels.

PART C — (20 marks)

(Compulsory)

17. Case Study :

Read the following case and answer the questions given at the end :

Mr. Prabu went to Saudi Arabia for the first time as a business visit in 1998. During his journey to Riyadh, he purchased a match box for one Riyal. He was surprised at the price of the match box as one Riyal is equal to '10 (nearly) and the match box is India Cost' 0.50.

The price of match box in Riyadh was lingering in his mind that night. At one point of time he got a wonderful idea. The idea included :

- (a) Preparing feasibility report for establishing a match box factory in Saudi Arabia.
- (b) Importing necessary machinery from India.
- (c) Obtaining necessary permission from the Government of Saudi Arabia.
- (d) Selecting the market intermediaries in Saudi Arabia.
- (e) Finally establishing the match box factory in Riyadh and Jeddah.

Mr. Prabu conducted a survey and concluded that the idea was commercially feasible and financially profitable. Immediately, he approached a consultant in Jeddah and finalized the deal of getting necessary permission from the Government of Saudi Arabia.

MBIB 3005

M.B.A. DEGREE EXAMINATION, JUNE 2015.

Third Semester

International Business

EXIM FINANCING AND DOCUMENTATION

(2012 – 2013 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Discuss the scope of EXIM finance.
2. Why bill of lading is important?
3. Explain the various documents used for claiming export assistance.
4. What are special economic zones? Explain their benefits.
5. What is meant by export credit? Why is it needed?
6. Write a note on the tax incentives given to the exporter.

7. What are the eligibility conditions for a company to get recognized as an export house?
8. Write a note on the features of 100% Export oriented units.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. What do you mean by principal documents? Explain any three of them.
10. Write short notes on :
- Certificate of origin
 - Inspection certificate
 - Packing list
 - Shipping Bill
 - Mater's Receipt.

11. Explain the transactions that are regulated by exchange control.
12. What are the major methods of forex control?
13. Elaborate the role of EXIM bank in export finance.
14. What are the conditions for import of capital goods?
15. What are the Objectives of EXIM Policy 2009-14?
16. State the various incentives linked to export performance.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Case Study :

Read the following case and answer the questions given at the end:

The buyer is entitled to inspect, or to have its agent inspect, the goods at the sellers place of business or point of shipping. The seller will pay return freight charges and will replace goods that the buyer or its agent reject, with goods that meet the description and acceptance of the goods, the buyer or its agent will execute a certificate of inspection and acceptance. The buyers failure to inspect the goods will constitute a waiver of the right of inspection, and the buyer will be deemed to have accepted the goods as delivered.

Based on the provisions, comment on the following with examples

- The buyer should insist on a right of inspection of the goods before taking delivery to determine whether goods meet the contract specifications.
- This clause should specify who will do the inspection the buyer, an agent. a neutral third party or a licensed inspector?
- Where will the inspection occurs at sellers plant, the buyers work house or a receiving deck?