

MBIB 3001

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester.

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of the following:

1. Define international Business Environment and explain its nature.
2. What is meant by "geographical environment" in international Business? Explain its importance.
3. Write a short note on international commodity agreement.
4. State the functions of UNGCAD.
5. Explain the organisational structure of MNCs.
6. List and explain the Economic Trade Policies.
7. Give a brief account theories of foreign investment.
8. Explain the concept of Greenfield investment.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Discuss the political and economic consequence of international Business.
10. "IMF and World Bank Serves the interest of industrial nations rather than those of the developing countries". Comment.
11. Discuss the role of WTO in international business environment.
12. What are the different methods of transfer of Technology? Explain.
13. Discuss the important features and trends in cross-border M & As.
14. Write the need of communication, Science and technology to the development of Business in international environment.
15. Discuss the problems in the implementation of Dispute Settlement mechanism in international Business environment.
16. Explain the role of MNCs in the Context of FDI.

2

MBIB 3001

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Write short note to the following :

- (a) Privatization and Competition in India and U.S.A.
- (b) Natural resources and economic development in India 2010.

3

MBIB 3001

MBIB 3002

M.B.A. DEGREE EXAMINATION, JUNE 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 are the challenges in managing MNCs.
2. Bring out the significance of multinational corporations.
3. Briefly discuss the management style followed by Japanese firms.
4. How an international firm can cope with its social obligations?
5. Trace out some of the successful Indian operations abroad.
6. List out different types of international business mechanisms.

7. What are the strategic issues involved in the management of multinational companies?

8. What do you meant by Locus of decision making? — Explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following:

9. How a firm can effectively manage its joint venture abroad? Give an Indian example.

10. Write an essay about present UPA government policy regarding foreign institutional investment.

11. What are the general and peculiar problems of Multi nationals world wide? Explain.

12. Discuss the different management styles of multinational companies.

13. Examine the concept of comparative management and its relevance in international business.

14. What are the ethical issues involved in the management of MNC's?

15. Write about India's MNC policy. Also critically evaluate its implications on the home operators.

16. Discuss the opportunities and challenges of internationalisation of Indian business firms.

2

MBIB 3002

PART C — (1 × 20 = 20 marks)

17. Case study – compulsory

Global beverages major PepsiCo, said it would invest Rs 33,000 crore in India between now and 2020 to ramp up operations. The company, which has so far invested \$2 billion in India since its entry in 1989, said the investment that it was going to make would strengthen its capacity in various strategic areas including innovation, manufacturing, infrastructure and agriculture.

India is a country with huge potential and it remains an attractive high priority market for PepsiCo. It believes it has scratched the surface of long term growth opportunities that exist for PepsiCo and its partners. The company further said that the reason for investment in India is because of India's terrific growth story and the company has the great business in India, With India and this investment shows the confidence in India and growth prospects.

Questions:

(a) Find out the strategy to be followed by the PepsiCo in the years to come?

(b) What would be the impact on Indian home country business if everything being materialised?

3

MBIB 3002

Arch TV Guide urged that the said anti-competitive practice should not be condoned while providing protection to IPRs, in this case, copyright. It prayed that it may be allowed to publish the comprehensive guide in customers' interest and public interest.

Answer the following:

In the light of the facts provided, if you were the CJI, what would be your decision?

MBIB 3003

M.B.A. DEGREE EXAMINATION, JUNE 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 provision on breach of contracts in international business.
2. Explain the importance of TRIPS agreement in international business.
3. Discuss the impact of telecommunication on world trade practices.
4. What are the legal requirements for online financial transactions?
5. Evaluate the existing Indian tax laws for MNCs.

6. Describe the value of foreign investment for developing countries.

7. What is FEMEA? State its objectives and features.

8. Describe the effect of regional treaties on world trade.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Describe the provisions of payment and disputes in international sales agreements.

10. Discuss the impact of subsidies on the global trade.

11. Discuss the status of technology transfer in world.

12. Write a note on electronic commerce.

13. Discuss importance of foreign investment.

14. Discuss the role of WTO.

15. Comment on the present rules on restrictions of trade for endangered species.

16. Describe the requirements to open branches and office in India by MNCs.

2

MBIB 3003

PART C — (20 marks)
(Compulsory)

17. Case Study :

TV stations in Chennai and Mumbai published weekly TV guides covering their programmes exclusively and claimed the copyright protection. Arch TV Guide wanted to publish a comprehensive guide of TV programmes of both the stations but was prevented by TV stations, Chennai and Mumbai on the ground of copyright infringement. By preventing this, the TV stations sought to ensure that third parties did not reproduce their programme listing. Arch TV Guide complained to the Competition Commission of India (CCI) citing the Competition Act, 2002 and arguing that the TV stations, Chennai and Mumbai were indulging in an anti-competitive practice of refusal to deal. The TV stations drew the attention of the CCI to section 3(5) of the Competition Act, 2002 and argued that the said section did not restrict the right of any person to restrain any infringement of or to impose reasonable conditions, as may be necessary for protecting any of the rights conferred upon them under IPR statutes. TV stations, Chennai and Mumbai contended that section 3(5) of the Competition Act, 2002 provided protection of their IPR, namely, copyright and prayed that the CCI should restrain Arch TV Guide from publishing the comprehensive guide.

3

MBIB 3003

MBIB 3004

M.B.A. DEGREE EXAMINATION, JUNE 2017.

Third Semester

International Business

GLOBAL MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A – (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What is meant by "International Advertising Standardization"?
2. Explain the structure of channels of distribution at global level.
3. Write a short note on EPRG framework.
4. Define the terms arbitration and anti dumping.
5. How is transnational marketing different from international marketing?
6. Explain product life cycle in international marketing.

7. Comment on standardisation is product adaptation.

8. What are the steps involved in the process of global retailing?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss in detail the factors that affect global marketing environment.

10. Describe various modes of entry to global market and the criteria which influence the choice of entry mode.

11. What do you mean by product positioning? Explain various methods for positioning the product.

12. Define logistics at global level and enumerate the strategies of logistics in global marketing.

13. Explain the factors that influence pricing decisions.

14. Elucidate the complexities and issues related to international marketing.

15. Discuss the impact of packaging and designing in sales promotion.

16. Describe major issues involved in international advertising.

2

MBIB 3004

PART C — (1 × 20 = 20 marks)
Compulsory.

17. Case study :

A leading US Company, Hewlett-Packard (HP) is interested in selling microcomputers in Indian market. The company has planned to sell its products through alternative channels like direct selling by using mailer/telephones/Personal selling/home-marketing/internet marketing for its vending. The company contacted you to know about the credibility of the present Indian distribution network for the proposed products. Customer focus is the main marketing philosophy of the US Company Hewlett-Packard (HP). With your help the company decided to conduct structured interview for the purpose of finding out the efficiency of proposed direct marketing of its micro-computers.

Questions:

- (a) Draft a small questionnaire concerning important aspects of direct marketing of micro-computers in India.
- (b) If most of the customers are not willing to pay any premium to the Brand HP, what direct marketing channel should be used?
- (c) If the customers feel that incomplete product information will be a big hazard, they should be able to bargain, and there should be no communication gap between them and the vendors what distribution system has to be used.

3

MBIB 3004

"Earlier, the exporter only has to show the job working units EPCG licence number in the export document to enable the job working unit to get the duty benefits. The new compliance can be followed but the wrong interpretation by the officials concerned is creating a confusion", he said, T.R. Srikanth, president of Tiruppur Export Knit Printers Association, pointed out that after the amendment came into effect, the duty benefits were denied to many of the costly machines imported in the cluster,

- (a) What is the real problem exist in the above case study?
- (b) How the documentation aspects need to be handled in getting benefits?
- (c) The claim of duty benefits for EPCG, how it became as an issue.
- (d) What the government want to do to solve the above issue?

MBIB 3005

M.B.A. DEGREE EXAMINATION, JUNE 2017.

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. What is letter of credit? State its significance.
- 2. Write a note on the role of RBI on Foreign Exchange Control.
- 3. Define Countervailing duty, Anti-dumping duty and customs duty.
- 4. Discuss Export Credit Guarantee.
- 5. Discuss the significance of Marine Insurance in International Trade.
- 6. Write a note on export finance on deferred payment terms.

7. Highlight different export incentive schemes of Government of India.

8. State the different types of trading houses.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the various shipping documents used for export and import business.

10. Examine the role of ECGC support for the exporter and importer in terms of credit guarantee.

11. What are financial risks associated with export business? How these risks can be mitigated?

12. Critically examine the activity of Quality Control and pre-shipment inspection.

13. Who are called clearing and forwarding agent? What are their significance in export and import activity?

14. Define Duty Draw Back Scheme. What are methods through which it is implemented?

15. Critically examine the functions of EOUs? How far it supports of India's export?

16. What are the difficulties faced by SEZ in the recent years and suggest measures to overcome the difficulties?

2

MBIB 3005

PART C — (1 × 20 = 20 marks)

Case Study (Compulsory)

17. Denial of 'third party exports' benefits under EPCG scheme worries Entrepreneurs :

The Union Government has started examining the issues related to problems faced by the job working units in Tirupur knitwear Cluster to avail duty benefits under Export Promotion Capital Goods (EPCG) scheme for machinery import. The problems for the garment industry started subsequent to an amendment in the Foreign Trade Policy that came into effect from July 1 last year(2015), mandating the job working units in printing, dyeing and knitting, and other segments to establish a direct link between machinery imported and the finished goods exported.

In clusters such as Tirupur, vertical integration of production capacities was not much and the units were spread out across the cluster, doing job work. In his petition to the Government, One Mr. S. Dhanaiahayan, a consultant and chartered accountant had pointed out that the said amendment had mandated the EPCG licence holder to show documents such as copy of agreement entered between the licence holder and the ultimate exporter undertaking to export the goods manufactured. Proof of despatching goods from the licence holders factory to the exporter's firm and lorry receipt to show logistical movement, among others, to get the zero duty benefits for machinery import.

3

MBIB 3005