



PG – 572

IV Semester M.B.A. (Day) Degree Examination, November/December 2023
(2014 – 15 Onwards) (CBCS)

MANAGEMENT

Paper – 4.1 : International Business Dynamics

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* Sections.



SECTION – A

Answer **any five** of the following questions. **Each** carries **five** marks. (5×5=25)

1. What is meant by international business ? How is it different from domestic business ?
2. Discuss the different modes of entry into a new country of operations by an international business.
3. Discuss the benefits of international strategic alliances.
4. Define Foreign Direct Investment (FDI). Differentiate between FDI and Foreign Portfolio Investment (FPI).
5. Discuss briefly social responsibility and ethical issues in international business.
6. What is meant by e-business ? What are the issues to be taken care of when an e-business is international ?

SECTION – B

Answer **any three** questions. **Each** carries **10** marks. (3×10=30)

7. Explain the factors influencing the international business environment.
8. What do you mean by conflicts ? Discuss the role of negotiations in international business.
9. Explain how does WTO facilitate international business.
10. Discuss any 2 theories of international trade and investment.
11. What do you mean by international marketing management ? Explain major activities in international marketing.

P.T.O.



SECTION – C

Case study. **Compulsory** question, carries **15** marks.

(1×15=15)

12. Assume that you are the manager of company manufacturing Cellular phones. You have to design a new model that suits the requirements of users in the country of the secondary branch country P.

There is local sales-force which knows about local needs, market segments which can buy the product, the amount that the users will pay and advertising channels which can be used to interact with consumers. But the local sales-force does not understand modern research methods and the main branch resources for designing new products. The marketers of the headquarters have access to the technology and can account on research and development carried out elsewhere, but they are not local experts and have no contacts. The expert team of your company lays out the specifications for a phone designed to fulfil the requirements of the budding youth market in country P.

How will you handle this case to expand the business in country P ?
