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K 4515

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Third Semester

BA 1701 — INTERNATIONAL BUSINESS MANAGEMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is Balance of Payments?

2. What is Free Trade?

3. Shortly write any TWO important political climates in India that attracts foreign investment in the country.

4. What is culture? Give your own definition.

5. Write shortly about the 'experience curve' effect on companies competing on many countries.

6. Draw an appropriate organizational chart for reducing costs of control to an MNC like unilever.

7. What is the role of incentives in control systems? Explain in the context of an MNC.

8. Give meaning for TQM.

9. What is the role of non-verbal behaviour in negotiation?

10. What is renegotiation? Give an Indian example.

PART B — ($5 \times 16 = 80$ marks)

11. (a) What are the instruments of Trade Policy? Explain the context where each one of such instruments can be used?

Or

(b) Explain various risks involved in exchange or foreign currency with examples.

12. (a) Broadly classify the various types of organizational cultures existing in global organisations. Also, give your analysis about the type of culture that may fit well into organizations wanting to do business in India.

Or

(b) What are the factors affecting cross border investment flow? Explain the international business environment in this context.

13. (a) What do you mean by a world class organisation? What are the key characteristics one should possess to become a world class organization?

Or

(b) What are the strategic choices vis-à-vis the organizations looking for expanding beyond the borders? Explain each one of them with example.

14. (a) What are the control systems existed in multinational firms? Explain.

Or

(b) Explain the range of tools available for the managers of International businesses to measure performance.

15. (a) If a company new to the international arena was negotiating an agreement with a potential partner in an overseas country, what basic steps should it be prepared to implement? Identify and describe them.

Or

(b) What are the causes of disputes in International business that requires involvement of multilateral agencies? Explain the role of multilateral agencies in settling these disputes.