

MBA DEGREE EXAMINATIONS: JUNE/JULY 2013

Third Trimester

MASTER OF BUSINESS ADMINISTRATION

MBA515: International Business Management

Time: Three Hours

Maximum Marks: 100

Case Study:-

PART A (1 x 20 = 20 Marks)

1. Alibaba.com is a web site that facilitates transactions between importers and exporters around the world. Other web sites that have created similar online marketplaces include www.global.kita.net focused on products from Korea, www.trade-India.com for Indian products, and www.europages.com for Europe. These electronic trading venues have changed the mechanics of importing and exporting and opened up tremendous opportunities, especially for smaller enterprises. The impact has been especially dramatic for small Chinese manufacturers, who now have ready access to a global market for their products

1. List, in separate columns, the benefits and costs of using sites like Alibaba's to trade internationally. (10)
2. How transparent do sites like Alibaba.com make the import-export transaction? Would you still worry about fraud? (10)

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2. How 'Turnkey Project' can be explained as a entry mode into International Business Operations?
3. Differentiate between 'Spot rate' and 'Forward rate' of foreign exchange.
4. How do you interpret MFN in WTO terminology
5. List some of the salient features of an 'Economic Union'.
6. What are the features of a 'Networked organization structure'?
7. Diagrammatically represent an International Matrix organization
8. Mention some of the applications of 'Electronic Content Management'
9. Name the key financial performance indicators.
10. Present the different types of conflicts.
11. What is a Salami tactic in a negotiation process?

PART C (4 x 15 = 60 Marks)

12. a) Present the legal and operational procedures for exports from India

(OR)

b) Provide an idea of the types of foreign exchange rates, the determinants of exchange rate between two currencies and the models & theories of exchange rate determination

13. a) Deliberate the political ideologies and politico-economic systems as international business environmental forces

(OR)

b) What are the aims of regional trade associations? Present some of the important RTAs

14. a) Present the nexus among Structure, Control, Information and Performance in International business operations

(OR)

b) Explain the significance and features of different General Control Mechanisms

15. a) Examine the types and uses of different financial Performance Indicators

(OR)

b) Discuss the Negotiation Process in International Business and the stages involved therein
