

MBA DEGREE EXAMINATIONS: JUNE 2013

Third Semester

MASTER OF BUSINESS ADMINISTRATION

MBA571: 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.

Questions:

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. Give contemporary examples of Strategic Alliances.
3. What are the various forms of International Joint Ventures
4. What are the features of an 'Industrialized economies'?
5. What is 'Cultural Shock'?
6. Which are ASEAN countries?
7. How are 'Advalorem Duties are better known to us?
8. Differentiate between 'Balance of Trade' and 'Balance of Payments'
9. What do you mean by 'Currency Convertibility'
10. What do understand by a 'Spin Off' strategy in the context of International Business
11. List out the benefits of using Balanced Score Card as a performance indicator?

PART C (4 x 15 = 60 Marks)

12. a) What are the forms of international business? Briefly present the features of

ownership and non-ownership forms

(OR)

- b) Discuss the basis and justifications of different classical and modern theory of international trade and business.

13. a) Explain the causes, concerns and impact of economic globalization during the past three decades.

(OR)

- b) Present an illustrate model of how communication styles, work force diversity influence of culture with specific reference to a country of your choice

14. a) Explain the role of WTO agreements & regional accords as components of trade policy.

(OR)

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

15. a) Discuss the Performance Evaluation Process in details adopted by the successful MNC's of current age in terms of key performance indicators.

(OR)

- b) What do you mean by exchange rate risk? Discuss the various types of risks that are usually encountered and the remedial measures associated thereof.
