



Register Number:.....

MBA DEGREE EXAMINATIONS: JUNE 2015

(Regulation 2012)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

MBA625: International Business Management

Time: Three Hours

Maximum Marks: 100

Case Study:-

PART A (1 x 20 = 20 Marks)

1. The globalization of Indian economy has led to the establishment of a number of large and medium firms as licensing were not necessary. This resulted in production of a number of goods, more than the demand in some cases. Consequently, some small scale units which were receiving Govt. protection became sick. The earlier sick units became mortal. Some examples in this category were textile units in Ahmadabad, electronic units in Delhi, consumer goods firms in Mumbai, AP Lightings, Anantapur, and steel melting units in Hindupur, paper mills in Coastal Andhra and leather units in Chennai. Globalization resulted in the entry of a number of MNC's in India through exports, joint ventures etc. in the addition, U.S.A and Malaysia dumped cooking oil, steel, electronic products etc. The European countries exported milk and other agro-based products. These factors created a slump in the market due to excess supply. Further the decline in the employment opportunities affected the purchasing power of the middle class consumers adversely.

Adding to this mayhem Chinese and South Korean units produced goods at a cheaper rate than India which subsequently created turbulence in the market. Likely, the policy of globalization was criticized by some, while other quarters of the industry felt that Indian business and industry should learn management techniques and focus more on high productivity and low cost.

In the light of above answer the following questions:

- a) Identify the key areas wherein the Indian manufactures need to improve and compete internationally. (10)
- b) Give an account of globalization initiatives that are undertaken by the Indian companies to encounter competition globally with illustrations. (10)

Answer all the Questions:-

PART B (10 x 2 = 20 Marks)

2. What were 'Corn Laws'?
3. List the components of Porter's Diamond model.
4. Recall the importance of Globalisation.
5. Expand ASEAN and NAFTA.
6. What are the consequences of 'Expropriation' as a political measure?
7. Define the significance of 'Bretton Woods'.
8. When do 'Capital Flights' happen?
9. What are 'Currency Swaps'?
10. What are the various approaches to Control MNCs?
11. List a few non-financial performance indicators?

PART C (4 x 15 = 60 Marks)

12. a) What are basic differences between domestic and international business? While some see globalization as the avenue to the development of poor nations, others see it intensifying misery and inequalities. Critically examine the above statement in today's context.

(OR)

- b) Elucidate the theory of mercantilism, absolute cost advantage theory and comparative cost advantage theory of international trade.

13. a) (i) Explain the causes, concerns, effects and impact of cultural globalization (8)
(ii) Elucidate the influence of Fiscal policy and monetary policy for a globalized Business. (7)

(OR)

- b) (i) What are the various political risks that are expected to be managed during international business operations. (7)
(ii) Briefly elaborate about Confucian Dynamism. How the prophecies of Confucius can be adopted for fostering towards an amicable corporate culture worldwide. (8)

14. a) WTO is more complex in light of its objectives and structure in removing trade disparities. Discuss the above statement in the context of its various provisions, objectives and structure.

(OR)

- b) Elucidate the significance and purpose of prominent Trade and Non Trade Barriers that is practiced by the host governments of trading nations

15. a) What do you mean by Foreign exchange, Foreign exchange market and Forex rate? Give a brief account of the features of the markets in India.

(OR)

- b) Discuss the various organizational structures in international Business. What are the factors that affect the choice of a structure of an MNC?
