



**MBA DEGREE EXAMINATIONS: NOV/DEC 2023**

(Regulation 2021)

Fourth Semester

**MASTER OF BUSINESS ADMINISTRATION**

P21MBC4623: International Business Management

**COURSE OUTCOMES**

- CO1:** Discuss the impact of globalization on MNE's and analyze their relative environmental influences impacting them.
- CO2:** Explain the role of international organizations/agreements that affect business organizations nationally and internationally.
- CO3:** Propose business strategies and operations for a new international business.

**Time: Two Hours**

**Maximum Marks: 50**

**PART A (1Q x 16M = 16 Marks) Case Analysis**

1. Analyze the following case and answer the questions given at the end : CO3 [K<sub>6</sub>]
- “Impact of Chinese Industries on Indian Market” “If you can't beat them, join them.” If you don't want the Chinese to get you, get them. Even as the scare of low-cost, high quality Chinese imports flooding in has sent one section of India inc., scurrying for cover and protectionism, organized players in the home appliances industry are taking advantage of it. Instead of lobbying to keep out the Chinese, companies like Bajaj electricals and Jaipan industries are switching over to Chinese manufacturers to source products for the Indian market. And they are not alone. Chinese products are expected to have a significant impact on the consumer electronics segment like televisions and refrigerators, in addition to several other products, in the next few years. Industry experts say that industry major players like LG, Samsung etc., would exit the television and other consumer durable business in the long run and focus on digital products, making way for the Chinese makes. Consumer electronics experts predict that, unless the Indian policies change, Indian players will increasingly switch over to marketing Chinese products in India. Bajaj electricals is bringing in a range of products such as fans and toasters, into India, at cheaper prices and providing the brand support and after sales service here. Home appliances like toasters, irons, fans and microwave ovens, are being brought in from China at rates, which are cheaper by as much as 35–50 percent vis-à-vis other Indian makes. Jaipan industries, a leading local player in non-stick utensils, toasters, rotimakers, mixergrinder, is also working on the same lines.

These companies, like many others, are sourcing from China, mainly because of the quality and cost advantages. With China becoming a part of WTO, this is only just a sign of things to come.

QUESTIONS:

- (a) Construct and propose a strategy “If you can’t beat them, join them”, in the contest of competition between India and China?
- (b) Anticipate the limitations of Indian manufacturers in comparison with Chinese?
- (c) Do you think it is unethical to join hands with Chinese?
- (d) What do you think would be the impact of Chinese entry into WTO on Indian manufacturing sector? (16 Marks)- 4 marks for each question.

**PART B (2Q x 5M = 10 Marks) Answer Any Two Questions only**

- 2. Determine the influencing factors that enhance to choose the location for international trade. CO1 [K<sub>5</sub>]
- 3. Determine the activities of foreign exchange markets. CO3 [K<sub>5</sub>]
- 4. Compare the premises of GATT and WTO. CO2 [K<sub>4</sub>]
- 5. Briefly explain the CAGE Framework with reference to international business. COL [K<sub>5</sub>]

**PART C (3Q x 8M = 24 Marks) Answer Any Three Question only**

- 6. Discuss the political and economic arguments on government interventions in performing international trade. CO2 [K<sub>6</sub>]
- 7. Evaluate how multinational enterprise make use of an International Business model. CO3 [K<sub>5</sub>]
- 8. Analyze the antecedents that influence globalization policies for developing country like India. CO1 [K<sub>4</sub>]
- 9. Compare any two regional trade blocks that facilitates international trade with its scope. CO2 [K<sub>2</sub>]
- 10. Explain the important strategies in International Business model. CO1 [K<sub>5</sub>]

\*\*\*\*\*