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Question Paper Code : 10276

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2019.

Third Semester

BA 5301 – INTERNATIONAL BUSINESS MANAGEMENT

(Regulation 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain Globalization with the help of examples.
2. Would you want to work for a foreign-owned firm? Why or why not?
3. What is World Trade Organization and its role in the world economy?
4. Define Free Trade.
5. What is the difference between profitability and profit growth?
6. Explain organizational structure.
7. Outline the two main issues that managers must be aware of when considering market segmentation in foreign countries.
8. Identify the three main factors that affect the decision of locating production.
9. What are ethical dilemmas? Why do they exist?
10. Mention the disadvantages of International business.

PART B — (5 × 13 = 65 marks)

11. (a) Is privatization by itself enough to guarantee economic growth? Why? Explain using an example.

Or

- (b) Discuss the impact of technological change on global markets.

12. (a) Compare and contrast absolute advantage theory and comparative advantage theory.

Or

- (b) Discuss the benefits and costs of FDI from the perspective of a host country and from the perspective of the home country.

13. (a) Discuss Michael Porter's interpretation of value creation and relate with competitive advantage theory.

Or

- (b) Analyze the relationship between a firm's control systems and a firm's incentive system. Why is this relationship important?

14. (a) Discuss the advantages and disadvantages of a polycentric approach to staffing.

Or

- (b) Explain how the strategic role of foreign factories evolves over time.

15. (a) Compile the ways in which international business and its managers can ensure that ethical/issues are considered in business decisions?

Or

- (b) Identify the major areas of social responsibility for international business.

PART C — (1 × 15 = 15 marks)

16. (a) Kurkura launched 'Kurkura South Spice Mix' to attract south Indians who usually likes to eat spicy snacks. Assume that you are the international product manager of "Kurkura", your target is to expand Kurkura to the Middle East. Discuss the cultural factors before you enter into the Middle East market and suggest three best entry methods with valid reasons.

Or

- (b) There are four basic strategies such as Global standardization, Transnational, International and Localization strategies. Discuss which strategy is followed by Coca cola and Tata Motors.