



IV Semester M.B.A. Degree Examination, July 2018

(CBCS Scheme)

MANAGEMENT

4.1 : International Business Dynamics

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions from the following questions. **Each** question carries **five** marks. (5×5=25)

1. / What are the main drivers that induce the occurrence of international business ?
2. / What are the chief differences between international Human Resources Management and domestic Human Resources Management ?
3. / What is meant by technology transfer ? What are the repercussions and implications of technology transfer on both the sender and receiver ?
4. "The changing world order has impacted the conduct of international business". Comment on this statement.
5. What are global strategic partnerships ? Citing suitable examples, discuss how they have made international business thrive.
6. Discuss the different modes of entry into a new country of operations by an international business.
7. / Discuss giving reasons, some successful international businesses. Why do some international businesses fail ?

SECTION – B

Answer **any three** questions from the following. **Each** question carries **ten** marks. (3×10=30)

8. / What is meant by FDI ? What does India require to attract more FDI ? Why does a country require FDI ?
9. / Explain in detail about WTO and some international organisations that support international trade. Which are the organisations that regulate foreign exchange ?



10. "Regional economic cooperations range from the basic SAARC, then NAFTA, to the sophisticated European Union". Explain this statement using examples.
11. a) Briefly explain any two theories of international trade and contemplate shortly on their relevance in modern day trade.
- b) Explain the relevance of culture and its impact on the way international trade is conducted.

SECTION – C

This Section is **compulsory**. It carries **fifteen** marks. **(1×15=15)**

12. Amul is a company that manufactures products from milk. "Butter girl" is the famous character that has been featured since the 1960s and made Amul Butter very famous.

Amul has recently begun manufacturing various varieties of chocolates, mostly dark chocolate.

Dark chocolate is supposed to be good for the health of the human heart.

You are supposed to founder on the following perspectives :

- 1) Determine an advertisement that can fit into the electronic social media as well as the print media.
- 2) This advertisement should be in the form of a story.
- 3) "Butter girl", who is very easily identified as an Amul icon, should be at the centre of the story and advertisement.
- 4) Position Amul's dark chocolate as "good for the health of the heart".