

TB242584C

16.4

Reg. No : .....

Name : .....

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024**  
**2023 ADMISSIONS REGULAR**  
**SEMESTER II - CORE COURSE B.M.S**  
**MS2C08B23 - International Business**

**Time : 3 Hours**

**Maximum Marks : 80**

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. Illustrate the Technological environment of business.
2. Illustrate your understanding of political environment of business.
3. Manuel Brothers exports confectionaries from India to US and other countries. Their production facilities are centered in India. Examine if Manuel Brothers qualify as an MNC.
4. Identify the major external factors to be considered in choosing the mode of entry into international market.
5. Define a Joint venture with an example.
6. Identify the key objectives of the IMF.
7. State any two objectives of WTO.
8. State the concept of hedging.
9. Differentiate forward transaction and swap.
10. Examine the basis on which exchange rates are determined.
11. An Indian company imports a luxury car from the USA in 2018. One car costs US \$ 100,000. The Indian equivalent at the time was Rs.68,00,000 (based on the exchange rate 1\$ = Rs.68). However when it was time to settle the payment after 90 days, the exchange rate had changed to 1\$=Rs.78). The Indian company luckily took out a contract with its bank to deliver \$1,00,000 in 90 days time at the rate of 1\$ = Rs.68. Identify the method used by the company to insure against forex risk.
12. Define the concept of social listening.



**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Demonstrate the various challenges in International Business.
14. Explain the context of political risk with its possible implications for international business operations. Cite an example.
15. Examine the concept of Licensing and list its advantages and disadvantages.
16. Clarify the context in which a firm opts for a (i) JV (ii) Wholly owned subsidiary as a market entry strategy.
17. Elaborate on the significance of various high control, high involvement entry arrangements.
18. Explain any two International Economic Organisations you are familiar with.
19. Explain the concept of appreciation and devaluation of a currency.
20. Discuss the measurement tools that internet offers to marketers.
21. Mention how multinational corporates can ensure ethical decision making citing examples.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. Illustrate the concept of protectionism highlighting its various forms. Cite examples.

23. Describe the various entry modes available to firms seeking to expand internationally.
24. Write short notes on (i) EU (ii) WTO (iii) SAARC
25. Today's organizations are continually shaped by the world around them, and the same will be true for the organizations of the future. Discuss on the latest trends in international business.

