

TB222610W

Reg. No :

Name :

BMS DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023

**2022 Admissions Regular & 2021 Admissions Supplementary / Improvement And 2020, 2019 And 2018 Admissions
Supplementary**

SEMESTER II - CORE COURSE (INTERNATIONAL BUSINESS)

MS2B08B18 - INTERNATIONAL BUSINESS

Time : 3 Hours

Maximum Marks : 80

Part A

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

(10x2=20)

1. Indicate the essential difference between Absolute advantage and Comparative advantage theories.
2. Explain the basic features of Heckscher-Ohlin Theory.
3. List out the low control, low involvement international market entry strategies mentioning why you think so.
4. 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.
5. Examine the difference between licensing and franchising.
6. List down any two objectives of NAFTA.
7. State any two objectives of WTO.
8. Identify the participants in a foreign exchange market.
9. Define foreign exchange market. List any two features of a foreign exchange market.
10. Define emerging markets. Name any two emerging markets.
11. List any two market trends that you foresee in international business.
12. State the ethical issues in international employment practices of MNCs.

Part B

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

(6x5=30)

13. 'The relationship between Multi National Enterprise and host is one of Co-opetition'. Explain
14. Explain the context of political risk with its possible implications for international business operations. Cite an example.
15. Using an example of any one Indian MNC, discuss the strategy followed by the company in going global and strategies taken.
16. Elaborate on the significance of various high control, high involvement entry arrangements.
17. Compare and contrast Export and Licensing as global entry modes for organizations.
18. Discuss the internationalisation strategy adopted by any Indian MNC company.
19. Define fixed exchange rate. Compare it with floating exchange rates.
20. In your view, express the grounds on which businesses will compete in the future.
21. Discuss the measurement tools that internet offers to marketers.

Part C

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

(2x15=30)

22. Describe the various aspects of the International Business Environment with examples.

23. A hotel chain would like to explore the opportunity of starting business abroad. Explore the possible options available for them with appropriate justification.
24. Changes have swept into the international business scenario, making it easier to do business across the globe. Do you agree? Explain, drawing insights from the recent trends in international business.
25. Discuss the effects of devaluation of Indian rupee against the US dollar on (i) exports, (ii) imports, (iii) balance of payments and (iv) wages of Indians working in USA.