

II MBA - II Semester - Regular Examinations MAY 2016

INTERNATIONAL BUSINESS

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Write short notes on any FIVE of the following: 5 x 2 = 10 M
- a. Legal Environment
 - b. UNCAD
 - c. Multinational Companies
 - d. GSTP
 - e. FDI
 - f. World Bank
 - g. IMF
 - h. Strategic Alliances

SECTION – B

Answer the following:

5 x 10 = 50 M

2.

- a) Discuss the importance and scope of international trade.
List out the barriers to international trade.

(OR)

- b) What are the factors affecting the socio-cultural environment in international trade? Give an Example.

3.

a) Describe the organizational structure and anti-dumping measures of WTO.

(OR)

b) Discuss the Various issues in World economy and Trading Situations.

4.

a) What is the Role of Multi-National Corporation in International Business? Give an example.

(OR)

b) Discuss the different types of Pricing and its importance with an example.

5.

a) What are the factors influencing foreign investment? Give an example.

(OR)

b) What are the barriers for foreign investment in India? Give an example.

6.

a) Discuss the emerging developments of ecology in international business.

(OR)

b) Explain the importance of information technology in international business.

SECTION – C

7. Case Study

1 x 10 = 10 M

Tata Motors, India Ltd, has successfully launched NANO a small car with a price tag of Rs: one Lakh for meeting the dreams of the lower middle class and those who reside in class II and III cities in India. The Product launch was successful and the company has its order book for the coming five years. NANO not only attracted the clientele of India but also the attention of many countries. It was named as \$ 2500 wonder car. There are enquiries from different car manufacturing and distribution companies for launching the car either on Licensing mode or import of fully finished products or SKD/CKD kits. Amazed at the encouraging response from different parts of world. Tata motors Ltd. requested ORG and Indian Marketing Research firm to come out with the estimate of market potential in different parts of the world and how to meet the market potential.

Analyse the case and give suggestions to launch NANO as a global brand.