(6 pages) **Reg. No. :** ....

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M.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2016.

Fourth Semester

Business Administration

INTERNATIONAL BUSINESS MANAGEMENT

(For those who joined in July 2012 and afterwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. In ———— form of international business, there is minimal commitment of resources and efforts on the part of the producer

   (a) Licensing (b) Franchising

   (c) Both (a) and (b) (d) None of these

2. According to the Balance of Payment theory exchange rate is determined by ————

   (a) BOP equilibrium (b) Demand and supply

   (c) Exchange control (d) All the above

3. ———— was established to alleviate the problems of international liquidity

   (a) GATT (b) IMF

   (c) IBRD (d) ADB

4. Message translation is complicated because of the ———— among the various countries of the world

   (a) cultural diversity (b) competitive parity

   (c) objective task (d) brand image

5. ———— refers to skills within the firm that competitors cannot easily match or imitate

   (a) Competency mapping

   (b) Core competence

   (c) Competency

   (d) Competition

6. In the global model, management treats overseas operations as delivery pipe lines to a unified global market. This is described as a ————

   (a) centralized hub (b) technology transfer

   (c) decentralized hub (d) innovation

7. Which one of the following control system is used in multinational firms?

(a) Personal controls (b) Cultural controls

(c) Output controls (d) All the above

8. ———— is a necessity but not sufficient condition for high performance

(a) Internal consistency

(b) Profitability

(c) Inconsistency

(d) None of these

9. Which one of the following is an important problem in international negotiation?

(a) Language

(b) Values

(c) Decision making process

(d) All the above

10. ———— skills are an essential tool of the international negotiator

(a) Foreign language (b) Local language

(c) English speaking (d) Multi language

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the Opportunity Cost theory of international trade.

Or

(b) What are the main functions of Foreign Exchange Market?

12. (a) Describe the impact of culture on international business.

Or

(b) State the functions of SAARC.

13. (a) Write a note on transnational strategy.

Or

(b) List out and explain the factors affecting global competitiveness.

14. (a) Explain the term performance ambiguity.

Or

(b) Give the major types of control systems used in multinational firms.

15. (a) How does culture influence negotiation behaviour?

Or

(b) What are the causes of conflicts in international business negotiations?

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the different forms of international business.

Or

(b) Elaborate the export procedure.

17. (a) Discuss the environmental factors affecting the international business.

Or

(b) Explain the role of WTO in promoting international trade.

18. (a) Give the advantages and disadvantages of the four basic strategies to enter in the international business.

Or

(b) Explain the role of MNCs in international business with suitable examples.

19. (a) Describe the approaches to control MNEs.

Or

(b) What are the performance indicators used to assess the performance of international business?

20. (a) Describe the kinds of problems that usually come up during international business negotiations.

Or

(b) Explain the different stages involved in an international business negotiation.

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