

(6 pages)

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M.B.A.(CBCS) DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Business Administration – Core

INTERNATIONAL BUSINESS MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What is the term used when a company exports services or goods to other countries?
 - (a) National business
 - (b) Globalisation
 - (c) International business
 - (d) Legal framework

2. Which of the following constitutes Foreign Direct Investment?
 - (a) A speculator trying to make a profit by buying company shares on a foreign stock exchange.
 - (b) A UK energy company buying territory abroad where it expects to find oil reserves
 - (c) A tourist purchasing foreign currency to spend on a holiday abroad
 - (d) A company signing an agreement with a wholesaler to distribute its products in foreign markets.
3. According to Porter, which of the following is most important to achieving a competitive advantage?
 - (a) Serving all customers equally, rather than targeting the most profitable
 - (b) Operating at lower cost, commanding a premium price, or both
 - (c) Outsourcing activities which enhance/refine your competitive advantage
 - (d) Focusing on becoming the most competitive business within the sector/market
4. Prahalad and Doz identified the economic, _____, political, customer and competitive factors that create the global integration and local responsiveness.
 - (a) technological
 - (b) cultural
 - (c) legal
 - (d) exchange rate

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5. _____ risk is based on a government's inability to meet its loan obligations.
(a) Sovereign (b) Political
(c) Economic (d) Exchange
6. _____ refers to the gradual accretion of technological knowledge and results obtained by enterprises in the long-term production and innovation process.
(a) Technology accumulation
(b) Technological innovation
(c) Technological Development
(d) Technology acquisition.
7. In ship manufacturing, the type of layout preferred is
(a) Product layout
(b) Process layout
(c) Fixed position layout
(d) Combination layout
8. Which of the following industries should be located near the vicinity of raw materials?
(a) Cycles (b) Televisions
(c) Sewing machines (d) Steel mills

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9. _____ merger refers to two to two firms operating in same industry or producing ideal products combining together.
(a) Horizontal (b) Vertical
(c) Conglomerate (d) Concentric
10. When a larger company acquires the smaller company and absorbs the business of the smaller company can be termed as _____
(a) merger (b) acquisition
(c) expansion (d) all the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Describe the important ways in which technology is facilitating international business.

Or
(b) State the objectives of multinational corporations.
12. (a) Illustrate the stages of product life cycle in international market.

Or
(b) Indicate the benefits of Porter's Five Forces Model.

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13. (a) Why is international market research so important?

Or

- (b) Describe the major challenges in international cash management.

14. (a) List out the significance of international human resource management.

Or

- (b) Discuss about regiocentric staffing.

15. (a) Interpret the future of multinational companies.

Or

- (b) Show the major determinants of competition.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss about the various types of FDI.

Or

- (b) Explain the reasons for entering international business.

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17. (a) What are all the determinants would you consider while taking pricing decision? Explain.

Or

- (b) Analyze the theory of integration responsiveness framework.

18. (a) Evaluate the types of foreign exchange transactions.

Or

- (b) Explain various types of risks in international trade.

19. (a) Elaborate the types of subcontracting in international business.

Or

- (b) Critically evaluate the steps in choosing plant location.

20. (a) Illustrate the types of acquisition.

Or

- (b) What strategic alternatives does a company have besides acquisition? Explain.

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