MB120

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026
MANAGEMENT
International Business
(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub-question carries Three marks. (5×3=15)

1. a) What is International Trade?

b) Define Trade Mode.

c) Write a note on Multi National Corporations.

d) Define TRIPS and TRIMS.

e) What is Electronic Payment System?

f) What is Value Chain Analysis?

g) Define e-business.

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Write the role of MNCs in developing countries.

3. Elaborate the impact of non-tariff barriers.

4. Distinguish between GATT and WTO.

5. Explain the impact of technology on international business.

6. Discuss designing global organizational structure.

7. Write a note on Absolute Advantage theory of International Business.

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SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Discuss how international business is influenced by political and legal environment.

9. Explain different modes of entry into international business.

10. Discuss Porters Diamond Theory.

11. Write a note on:

a) SAARC.

b) ASEAN.

12. Describe the importance of FDI in International Business.

SECTION - D

(Compulsory)

13. Case Study. **(1×15=15)**

Mahindra & Mahindra (M & M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 1998-1999 to 2000-2001. M & M has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad. M & M has a 100 per cent subsidiary in USA, Mahindra USA, with a strong network of 100 dealers. Mahindra has a five per cent market share in the US market in the 20-30 Horse Power (HP) range. As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MoU) with the Korean tractor major Tong Yang, a part of the $ 2 billion Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25-40 hp range) and sell them around the world under the M & M brand name. To start with, the premium range of tractors will be sold in the US. M & M's current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang's tractors have, a must for a strong presence in the US market.

Questions:

a) What are the advantages and disadvantages of global sourcing?

b) How will the foreign market expansion help M & M?

c) How does the strategic alliance with Tong Yang benefit M &M?
