MB-120

Sl.No. : **Total No. of Pages : 3**

Fourth Semester M.B.A Degree Examination, May - 2025
(SLM Scheme) (NON-CBCS)
MANAGEMENT
International business

Time : 3 Hours **Max. Marks : 80**

Instruction : Answer all the Sections.

SECTION - A

Answer any five sub-questions. Each sub question carries three marks.

[3 × 5 = 15]

Q1) a) Mention the need for International business.

b) What are the Problems of International Business?

c) Define TRIPS.

d) State the Meaning of Internationalization.

e) Write short note on GATT.

f) What is the meaning Socio-cultural environment in International Business?

g) List the aspects of Natural Environment.

SECTION - B

Answer any four questions. Each question carries five marks. **[4 × 5 = 20]**

Q2) Bringout the advantages of Negotiations in International business.

Q3) Elucidate the importance of International Business Environment.

Q4) State the role of MNCs in Developing countries.

Q5) Highlights importance of International business locations.

Q6) Explain in brief the technological environment of International Business.

Q7) Write a note on SAARC.

SECTION - C

Answer any three questions. Each question carries ten marks. **[3 × 10 = 30]**

Q8) Define globalization. Discuss the impact of Globalization.

Q9) What is FDI? Explain the determinants and trends in FDI.

Q10) Explain the different modes of entering into international business.

Q11) Discuss in detail about International financial environment.

Q12) What is International e-business? Elucidate the problems of International e-business.

SECTION - D

Q13) **Case (Compulsory).** **[1 × 15 = 15]**

McDonald's is the leading global food service retailer with more than 35,000 restaurants serving nearly 70 million people in more than 100 countries each day. The company has over 42,000 employees making almost 40,000 trips annually. The challenge for McDonalds was to build a robust travel risk management program, where by regions and divisions will be incentivized to join by having the ability to tailor it based on financial, cultural and regional concerns in the country.

McDonald's Global Security strategy is guided by McDonald's Home Office. This allows McDonald's to manage global security guidelines and standards while the regionals drive business locally. Based on this structure, McDonald's Global Security and Global Travel Services wanted to build a travel risk management program. Working in partnership with iJET and using the Travel Risk Maturity Model (TRM3) assessment as a basis, McDonald's was able to build a global security program that can now be adopted by any division at the regional level.

The outcome for McDonald's is a corporate level travel risk management program with brand recognition that is now ready to be implemented at the regional level. In 2012, the program was successfully implemented for the Asia/Pacific/ Middle East/Africa (APMEA) region. The McTraveler Safety Program provided APMEA with corporate backed program components and their own tailored regional components down to the office level. McDonald's continues to build and rollout the turnkey solution to all regions and divisions.

Questions:

a) How has McDonalds established there business in international level?

b) Explain the internalization strategies and managerial implications of McDonald's company to entering into international business?

