MBHC-4.2

Sl. No.

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

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

SECTION - A

Answer any FIVE questions. Each question carries 5 marks. (5×5=25)

1. Define international business, outline its objectives.
2. Why do Indian SMEs choose franchising as a mode of entry? Explain with a recent Indian brand's global expansion.
3. Define Economic integration? Explain the modes of economic integration.
4. Illustrate how Political Environment can disrupt international trade and exports, with suitable examples.
5. Distinguish between traditional trade theories and new trade theories.
6. Examine the Government support to boost International business.
7. Discuss ECGC's role in mitigating risk for Indian exporters.

SECTION - B

Answer any FOUR questions. Each question carries 10 marks. (4×10=40)

8. Discuss the stages of internationalization with an example.
9. Discuss the advantages and disadvantages of multinational companies (MNCs) entering the retail sector in developing countries.
10. Evaluate the role of regional trade agreements in shaping India's trade strategies.
11. Explain the trade Strategies involved in Conducting a global business.
12. Analyze how international trade liberalization under WTO has influenced the growth of the service sector.
13. Briefly explain how International Trade disputes are resolved.

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SECTION - C

14. Case (Compulsory) **(1×15=15)**

India is one of the World's largest exporters of textiles and garments, contributing significantly to employment and foreign exchange earnings. Major export destinations include the U.S., EU and Middle East.

However, Indian textile exporters faces tough competition from countries like Bangladesh and Vietnam, which enjoy lower labor costs and preferential trade agreements with developed nations. For example, Bangladesh benefits from duty-free access to the EU under the Generalized Scheme of Preferences (GSP), while Indian exporters often face higher tariffs.

At the same time, rising global demand for sustainable and organic textiles presents new opportunities for India. Some firms are already investing in eco-friendly fabrics and digital supply chain systems to remain competitive.

Questions:

a) How do trade agreements and tariff policies affect India's textile exports?

b) Discuss the challenges Indian textile exporters face in competing with Bangladesh and Vietnam.

c) Suggest strategies for India to strengthen its textile industry in the global market.

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