MBHC-4.2

Sl.No. : **Total No. of Pages : 2**

Fourth Semester M.B.A. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
International Business

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

SECTION - A

Answer any Five questions. Each question carries FIVE marks : [5 × 5 = 25]

Q1) What is international business?

Q2) Mention the roles of MNC's Company.

Q3) State two differences between domestic business and international business.

Q4) Highlight the objectives of regional trade blocks?

Q5) What is mercantilism? Explain.

Q6) What do you mean by antidumping? Explain.

Q7) State the objectives of marine insurance.

SECTION - B

Answer any Four questions. Each question carries TEN marks : [4 × 10 = 40]

Q8) Explain the various modes of entry for international business.

Q9) Discuss in brief the comparative advantage theory of international trade.

Q10) Elucidate the various environmental factors affecting international business.

Q11) Discuss the Agreements of WTO.

Q12) Critically evaluate the role of FDI on Indian economy.

Q13) What is balance of payment? Explain the status of balance of payment in India.

SECTION - C

Q14) **Case (Compulsory) :** **[1 × 15 = 15]**

Since 1990, the Indian market has been the entry of internationally well-known strategy consultants in large numbers. For example, in recent years, names such as McKinsey, Booz and Allen, Arthur Andersen and the Boston Consulting Group, have either set up shop or expanded existing capacities.

Frost and Sullivan (F and S), a $ 45 million US marketing consultant, was the latest to enter India. The company decided to concentrate on a niche segment, namely collecting and analysing market information and providing key leads that are essential for strategy formulation. The company's list of clients included not only direct users but strategy consultants as well. The focus areas of the company were IT, telecom, semi-conductors and chemicals.

The scope of service included preparation of research reports both-syndicated and client based. Internationally, over 50 percent, of the company's revenue came from research (the balance was divided between consulting and training). The price for syndicated reports in particular was very high in the international market, though in India the picture was yet to be rosy. F and S's clients not only included MNCs aspiring to enter India but also Indian companies planning to go overseas in a big way. The emphasis was, however, on concentrating on Indian companies trying to strengthen their position in India itself. It had plans to make its Indian operations the hub of all reports worldwide.

Questions :-

a) Given the crowded Indian consultancy market and knowing that growth of Indian industry had not been particularly attractive, 'do you think the segment chosen by F and S as well as its timing of entry was appropriate?

b) What considerations would have been taken into account by F and S in deciding in favour of setting up branch operations to enter India?