MBHC-4.2

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

Fourth Semester M.B.A. Degree Examination, October - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
International Business

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

Section - A

Answer any five questions. Each question carries 5 marks : **[5 × 5 = 25]**

1) Describe the objectives of international business?

2) Explain the concept of balance of payment.

3) Discuss objectives of regional trade blocks.

4) Write a note on GATT.

5) State the features of EXIM policy and also mention its objectives.

6) What is economic environment? Briefly explain factors of economic environment.

7) Mention the importance guidelines of marine insurance.

Section - B

Answer any four questions. Each question carries ten marks : **[4 × 10 = 40]**

8) Discuss the important modes of entry for international business.

9) Explain the strategies employed by countries in international business through economic integration.

10) Elucidate the role of MNC's in developing countries.

11) Discuss the implications of regional trading block.

12) Explain the role of FDI in India

13) Discuss the issues and challenges faced by HR manager in international business.

Section - C

14) Case (Compulsory) **[1 × 15 = 15]**

Tata Motors, a flagship company of the Tata Group, is one of India's largest automobile manufacturers. Established in 1945, Tata Motors has a diverse portfolio that includes passenger vehicles, trucks, and buses. In the early 2000s, Tata Motors sought to expand its footprint beyond India to diversify its market base and leverage growth opportunities in international markets.

By the mid-2000s, Tata Motors faced a crucial challenge: how to establish a strong presence in the highly competitive European automotive market, known for its stringent regulations and established domestic players. Tata Motors needed to differentiate itself in a market with established automotive giants like Volkswagen, BMW, and Mercedes-Benz, and address specific challenges such as regulatory compliance, brand perception and customer preferences.

In 2008, Tata Motors made a significant move by acquiring the British automotive brands Jaguar and Land Rover from Ford. This strategic acquisition was aimed at gaining an established market presence and leveraging the strong brand equity of Jaguar and Land Rover in Europe. The acquisition provided Tata Motors with immediate access to a well-established dealer network and a portfolio of premium vehicles that aligned with European consumer preferences.

Questions

a) Identify the strength and weakness of merger and acquisitions

b) What else strategy would you suggest to gain control over foreign automobile market.