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Question Paper Code: 6313131

M.B.A. DEGREE EXAMINATIONS, NOV/ DEC 2024

Third Semester

Master of Business Administration

P23BAT32 – INTERNATIONAL BUSINESS

(Regulation 2023)

Time: Three Hours

Maximum: 100 Marks

Answer ALL questions

PART – A

(10 x 2 = 20 Marks)

1. Define International Business.
2. Identify the benefits of Globalization towards economic growth and development.
3. Define product life cycle theory.
4. What are the main components of the balance of payment?
5. Write the key factors that contribute to strategic compulsion in International Business.
6. List out the need of performance evaluation system in International Business.
7. Why is a global production system essential for modern businesses operating in the international market?
8. Differentiate between Skimming and Penetration Pricing.
9. State the key challenges in managing across cultures in international business.
10. Differentiate between Functional Vs Dysfunctional Conflicts.

PART – B

(5 x 16 = 80 Marks)

11. (a) Discuss the key drivers, benefits, and challenges of international business, providing specific examples to illustrate your points.

(16)

(OR)

- (b) Analyze the role of the World Trade Organization (WTO) in promoting international trade, and what are the key advantages of its membership for businesses?

(16)

12. (a) Compare and contrast the theories of Absolute Advantage Theory and Comparative Cost Theory in international trade, providing examples to illustrate your points.

(16)

(OR)

- (b) Identify the role of administrative policies and anti-dumping measures in regulating international trade, and discuss their potential impact on businesses and consumers.

(16)

13. (a) Demonstrate key factors that would influence your decision in selecting the optimal global entry strategy.

(16)

(OR)

- (b) Develop the various types of organization structures suitable for international business with neat sketch.

(16)

14. (a) What are the possible issues you could identify in global supply chain? Explain in detail.

(16)

(OR)

- (b) Identify the key challenges faced by businesses in developing and pricing products for the international market, and discuss strategies to overcome these challenges.

(16)

15. (a) What are the specific training and development needs for employees working in international business, and how can these needs be effectively addressed?

(16)

(OR)

- (b) “The decision makers consider the alternatives, make review of alternatives, act or implement and finally review the action” – Justify the statement.

(16)