

Reg. No. :

Question Paper Code : 60208

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

Third Semester

BA 9209/UBA 9110/BA 931/571308/10488 MB 301 — INTERNATIONAL
BUSINESS MANAGEMENT

(Regulation 2009/ Regulation 2010)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the scope for establishing subsidiary company abroad?
2. What is meant by comparative advantage in international trade?
3. What is the specialty of Regional Trade Block (RTB)?
4. What is the significance of factors endowment theory?
5. What are marketing related factors of product standardization?
6. What are criteria for export packaging?
7. Define "Market Oriented Export Pricing".
8. Define "Exchange Rate".
9. What do you mean by international arbitration?
10. What is the significance of "Conflicts of Laws"?

PART B — (5 × 16 = 80 marks)

11. (a) What are factors causing globalization of business? Explain advantage of international business.

Or

- (b) Discuss about international business environment and its macro political and cultural environment.

12. (a) Examine the multilateral trade negotiations and agreements.

Or

(b) Critically evaluate the need for global competitiveness in international business.

13. (a) Compare and contrast various strategies of global entry in international business.

Or

(b) Discuss about organizational structure of global business firms.

14. (a) What are challenges in designing global marketing strategies? Discuss about channel management in global business.

Or

(b) What are the various avenues of training and development in the selection of expatriate managers?

15. (a) What are the recent conflicts in international business? Examine different sources and types of conflicts in doing international business.

Or

(b) Explain ethical decision making and ethical issues in international business.