

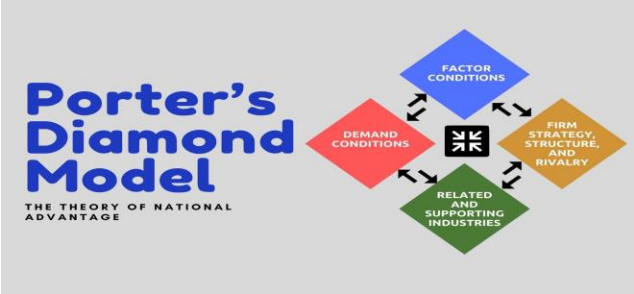
International Max  
Date: Business Duration: 90mins Marks: 50 Sem: I

Branch: MBA

**Note:** Part A - Answer Any Two Full Questions (20\*02=40 Marks)

Part B - Compulsory (01\*10= 10marks)

Part	Question #	Description	Marks Distribution	Max Marks	
A	1	a) Write Modes of entry into International Business.	Modes of Entry into International Business 1 Exports/Imports 2. Market Expansion and Growth Opportunities. Cost 3. Licensing 3. JV's	3	20 M
		b) Explain various factors affecting on the International Business in MNC's.	Factors affecting on IB - Nature of the business - /Global Market conditions a - Intensified competition - Host/Home Country Govt rules and regulations - Environmental and Technological changes	7	
		c) Outline Internationalization in Indian based MNC's Context.	Internationalization stages/process Stage 1: Domestic Stage. Stage 2: Pre-Export Stage. ... Stage 3: Export Stage. ... Stage 4: Establishment of Foreign Sales Subsidiary. ... Stage 5: Establishment of Foreign Production. ... Stage 6: Multinational Stage. Or Exports, Imports, MNCs, JV's, Licensing, Transnational	10	
	2	a) Define legal and political environment.	Introductoin of 1. Legal Environment - Set of laws, Rules and regulations , direction, procedures 2. Political Environment - Formulatig set of framework of policies, allowing changes in the systems as per the situation	3	
		b) Explain the role of PEST/PESTEL in the context of Organizational Development.	Explaining about PESTEL - Political, Economic, Social, Technological - Environment, Legal aspects in the context of O.D	7	
		c) Elaborate the role of CSR in MNCS.	- Introduction of CSR ( Corporate Social Responsibility ) - CSR Framework ( Sustainable Development context)	10	

			<ul style="list-style-type: none"> <li>- CSR Towards Society</li> <li>- CSR Towards Govt..</li> </ul>		
3	(a)	Define Relative factor endowment theory.	<ul style="list-style-type: none"> <li>- Introduction of Endowment Theory</li> <li>- Country to Country to comparison in the context of how best Country A is utilizing their resources for maximum production compare with Country B</li> </ul>	3	20 M
	(b)	Explain Product life cycle theory through examples.	<ul style="list-style-type: none"> <li>- Explaining Four/Five Stages of PLC in IB Context               <ul style="list-style-type: none"> <li>* Introduction stage</li> <li>* Growth stage</li> <li>* Maturity stage</li> <li>* Declining Stage</li> </ul> </li> <li>- Graph relevant to the above stages</li> </ul>	7	
	(c)	Explain Porter's National Competitive Advantage Theory in global business context.	<ul style="list-style-type: none"> <li>- Introduction about Michael Portal Model</li> <li>- Explaining Four Diamond Dimensional model(Factor,Demand,Supporting Industries, Firms strategies)</li> </ul> <div style="border: 1px solid black; width: 40px; height: 20px; margin: 5px 0;"></div> <div style="border: 1px solid black; width: 40px; height: 20px; margin: 5px 0;"></div> 	10	
<b>B</b>	4	(a) How innovation, differentiation and customization can be used as strategic and competitive advantages by a company to maintain its leadership in the domestic market, and emerge as a global player?	<ul style="list-style-type: none"> <li>- Emphasizing on Domestic Market, Global Market</li> <li>- Competitive advantage models</li> <li>- Global market oriented strategies</li> <li>- The factors considering for emerging as a Global player</li> </ul>	5	10 M

		(b)	<p>What are the challenges facing Lenovo in its efforts to meet global competition?</p>	<ul style="list-style-type: none"> <li>- International Business Challenges</li> <li>- Advantages and Significance of IB</li> <li>- Competitive analysis as like major competitors of Levono and how they over come the competition through their effective strategies</li> </ul>	5	
--	--	-----	---	--	---	--