

International Business

Max

Date: _____

Duration: 90mins

Marks: 50

Sem: _____

IV

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	Ma Mar
A	1	a) Economic Integration	- Introduction of Economic Integration - Regional Development - Bi lateral Agreements - Exports and Imports	3
		b) IRR Types	TRIPS - Trade Related Intellectual Property Rights - Patents - Copy Rights - Trade Marks - Trade Secrets, GI's	7
		c) ASEAN SAARC	ASEAN - Association of South East Asian Nations - Objectives - Significance (1) to accelerate economic growth, social progress and cultural development in the region and (2) to promote regional peace and stability through abiding respect for justice and the rule of law in the relationship among countries in the)	10
	2	a) Structure of MNC	Meaning of MNC(Multinational Corporations) Structure of MNC (Which Covers TLM,MLM,LLM)	3
		b) Factors which contributes for the growth of the MNCs	Market Expansion Marketing Superiorities Financial Superiorities	7

			Technological Superiorities etc.,			
		c)	Global Competitiveness in MNC's	- Growth: MNCs can find new growth opportunities by investing in global flows. - Resilience: MNCs can strengthen their resilience by diversifying their supply and production sources, or by developing strategic inventories. - System-level resilience: MNCs can form partnerships with the public or private sector to become more resilient and respond to shocks.	10	
	3	(a)	Global Finance	-Global finance refers to the global framework of financial institutions, economies, and regulations. It includes a wide range of topics, such as: International trade and investment Exchange rates Financial regulations	3	20
		(b)	Functions of International Marketing	It involves at least two different countries. It needs to be flexible and adaptable. Requires a high level of expertise, as it needs to adapt to different circumstances. Faces uncontrollable variables, including political and cultural factors.	7	
		(c)	Functions and Significance of IHRM	IHRM's primary functions include recruiting and selection, training and development, salary and benefits, performance management, and employee relations. These functions include everything from locating and attracting qualified candidates for job openings to managing employee-employer relationships.	10	
B	4	(a)	Core functions of the International Marketing manager	By expanding into foreign territories, brands are able to increase their brand awareness, develop a global audience, and of course, grow their business	5	10
		(b)	what challenges Pepsi had to face, If Pepsi would not follow the cultural factors in international marketing	Language Barriers Cultural Differences Managing Global Teams Currency Exchange and Inflation Rates Nuances of Foreign Politics, Policy, and Relations	5	

