

CBCS SCHEME

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MBA302



Third Semester MBA Degree Examination, Dec.2025/Jan.2026 International Business

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks, L: Bloom's level, C: Course outcomes.*

| | | | M | L | C |
|-----|----|--|----|----|-----|
| Q.1 | a. | Define International Business. | 3 | L2 | CO1 |
| | b. | Highlight the importance of economic environment in International Business. | 7 | L2 | CO2 |
| | c. | Elaborately explain the factors causing globalization of businesses. | 10 | L4 | CO3 |
| Q.2 | a. | Write down the modes of entry into International Trade. | 3 | L1 | CO1 |
| | b. | Elaborate the challenges associated with International Business. | 7 | L4 | CO2 |
| | c. | Explain the importance of Ethics and CSR in International Business. | 10 | L4 | CO5 |
| Q.3 | a. | What do you mean by Mercantilism? | 3 | L1 | CO1 |
| | b. | Explain the Porter Diamond model in global context. | 7 | L4 | CO2 |
| | c. | Discuss Product lifecycle theory in International trade context with suitable examples. | 10 | L2 | CO3 |
| Q.4 | a. | State the characteristics of UNCTAD. | 3 | L2 | CO3 |
| | b. | Explain the principles and functions of World Trade Organisation. | 7 | L3 | CO3 |
| | c. | Elaborate on Economic Integration and discuss different levels of Economic Integration. | 10 | L4 | CO2 |
| Q.5 | a. | Define Multinational Corporation. | 3 | L1 | CO1 |
| | b. | Explain the factors that contributed to positive growth MNC's. | 7 | L2 | CO3 |
| | c. | Discuss the advantages and disadvantages of MNC's in the global competitiveness context. | 10 | L4 | CO3 |

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| Q.6 | a. | State the characteristics of the Global Finance. | 3 | L2 | CO3 |
| | b. | Explain the various factors of IHRM. | 7 | L2 | CO3 |
| | c. | Elaborate the functions of International Marketing in this current global scenario. | 10 | L4 | CO4 |
| Q.7 | a. | Define ASEAN. | 3 | L2 | CO2 |
| | b. | Discuss the difference between TRIPS&TRIMS. | 7 | L2 | CO3 |
| | c. | Elaborate the objectives and role of IMF in the global business context. | 10 | L4 | CO4 |
| Q.8 | CASE STUDY : (Compulsory Question) | | | | |
| | <p>In the 1940's itself PepsiCo started branching out into the international arena. At first it was into Latin America, the Middle East and the Philippines. Here too Coke had the early bird advantage. Yet the product soon gained popularity. With the Arab countries boycotting Coke, Pepsi enjoyed a monopoly for many years in the Middle East. In the 1950's Pepsi went to Europe and this included Russia, with whom there existed a Cold War by USA.</p> <p>Though there were initial difficulties, getting into Russia was a major breakthrough which the company exploited. The company posted pictures of the then leaders of the United States and Russia sipping the drink. Its arch rival, Coca Cola, was able to enter the Russian markets only after more than 25 years after Pepsi's entry.</p> <p>In many of the countries that Pepsi ventured into comparative advertising was prohibited and in many countries it was not an accepted concept. For example, Pepsi tried its "Pepsi challenge" promotional gimmick in Japan. However, the country and its people were not aware of comparative advertising and as such the campaign did more harm than good. Hence in Japan they had to break their tradition of running with the global campaign and come up with a campaign that the Japanese would identify with and was more Japanese. The "Pepsi man" was a superhero like figure that was devised by a Japanese person for the Japanese market. The commercial was an instant hit and helped improve Pepsi's share in the Japanese market by as much as 14%. From Japan Pepsi learned a valuable lesson – the same ad will not have the same effect everywhere. When it comes to cross national advertising, there is always the inherent risk of alienating the people.</p> <p>Questions :</p> | | | | |
| | a. | What sort of marketing functions carried out by the company to meet international market demand? Discuss. | 10 | L4 | CO3 |
| | b. | Explain challenges Pepsi had to face, If Pepsi would not follow the cultural factors in international marketing environment? | 10 | L4 | CO3 |
