Register No : ___________________

THE KAVERY ENGINEERING COLLEGE

(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

Third Semester

Master of Business Administration

BA4302 - International Business

Regulations - 2021

Duration : 3 Hrs *Maximum : 100 Marks*

*PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)*

Q.No	Questions	BLT	CO	Marks
1.	What are the key drivers of international business?	RE	1	2
2.	Define the term country attractiveness in the context of international business.	RE	1	2
3.	What is the comparative cost theory?	RE	2	2
4.	Tell the product life cycle theory of foreign direct investment (FDI).	RE	2	2
5.	What is meant by global portfolio management?	RE	3	2
6.	List two advantages of joint ventures as a form of global entry strategy.	RE	3	2
7.	Relate standardization and differentiation in global production.	RE	4	2
8.	What are the factors affecting exchange rates in the international market?	RE	4	2
9.	Spell expatriate management.	RE	5	2
10.	Name two ethical issues commonly faced in international business.	RE	5	2

*PART – B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)*

Q.No		Questions	BLT	CO	Marks
11.	a	Explain the key drivers of international business and discuss how the changing environment affects global business operations.	UN	1	13
		Or			
	b	Contrast the role of international institutions such as the UNCTAD, IMF, IBRD, and WTO in facilitating global trade and investment.	UN	1	13
12.	a	Compare and contrast the absolute advantage theory and comparative cost theory. How do these theories explain the benefits of international trade?	UN	2	13
		Or			
	b	Outline the different theories of Foreign Direct Investment (FDI) and explain how they influence global business strategies.	UN	2	13

13.	a	Discuss various global entry strategies with their advantages and disadvantages.	AP	3	13
		Or			
	b	Make use of organizational structures in international business and the different approaches to control and performance evaluation systems in a global context.	AP	3	13
14.	a	Discover the factors influencing the location and scale of global production. Explain the make or buy decision in the context of global supply chains.	AN	4	13
		Or			
	b	Distinguish the various types of exchange rate regimes and the factors that affect foreign exchange rates. How do these systems impact international business operations?	AN	4	13
15.	a	Analyze the challenges in selecting and managing expatriate managers. Discuss the importance of training and development in managing across cultures.	AN	5	13
		Or			
	b	List the ethical issues faced by businesses in the international arena. How can companies ensure ethical decision-making while dealing with conflicts and negotiations?	AN	5	13

*PART – C (Marks 1*15 = 15)*

Q.No		*Questions*	*BLT*	*CO*	*Marks*
16.	a	Determine the organizational issues a company may face when entering international markets. How can these challenges be addressed through appropriate organizational structures and control mechanisms?	EV	3	15
		Or			
	b	Evaluate the importance of performance evaluation systems in managing global businesses. What are the key performance indicators (KPIs) that companies should consider, and how do they differ in an international context?	EV	3	15