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Question Paper Code : 30090

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2022.

Third Semester

BA 4302 — INTERNATIONAL BUSINESS

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List the driving factors of international business.
2. Define the role of the International Monetary Fund?
3. What is anti-dumping in international trade?
4. What is the balance of payments in international trade?
5. What are the common challenges in international-business?
6. What are the key factors to be considered while conceptualizing international organizational structure?
7. List primary factors that make or buy decisions depending on the global supply chains.
8. List a few major location strategies for Global Production.
9. List a few issues of ethics in international business.
10. What issues of expatriate managers emerge in international business?

PART B — (5 × 13 = 65 marks)

11. (a) Explain the driving factors of international business in the post-pandemic scenario.

Or

- (b) Explain which type of economies are likely to benefit more from globalization?

12. (a) Compare the theory of 'absolute advantage' with that of 'comparative advantage'.

Or

- (b) Explain the International Product Life Cycle (IPLC) Theory.

13. (a) Explain international market entry strategies.

Or

- (b) Explain various methods of control in international organizations.

14. (a) Discuss strategies to combat geopolitical uncertainty in the supply chain.

Or

- (b) Explain the factors that affect currency exchange rates.

15. (a) Explain the ways of resolving conflicts in international organizations.

Or

- (b) Discuss the disadvantages of international trade.

PART C — (1 × 15 = 15 marks)

16. (a) Case Study : Geopolitics of international business.

Twenty-one years ago this week, the share price of a startup run by an obsessive called Jeff Bezos had slumped by 71% over 12 months. Amazon's near-death experience was part of the dotcom crash that exposed Silicon Valley's hubris and, along with the \$ 14bn fraud at Enron, shattered confidence in American business. China, meanwhile, was struggling to privatize its creaking state-owned firms, and there was little sign that it could create a culture of entrepreneurship. Instead, the bright hope was in Europe, where a new single currency promised to catalyze a giant business-friendly integrated market.

Creative destruction often makes predictions look silly, but even by these standards, the post-pandemic business world is dramatically different from what you might have expected two decades ago. Tech firms comprise a quarter of the global stock market, and the geographic mix has become strikingly lopsided. America and, increasingly, China is ascendant, accounting for 76 of the world's 100 most valuable firms. Europe's tally has fallen from 41 in 2000 to 15 today.

One way of capturing the dominance of America and China is to compare their share of world output with their share of business activity (defined as the average of their share of global stock market capitalization, public-offering proceeds, venture-capital funding, “unicorns”— or larger private startups, and the world’s biggest 100 firms). By this yardstick, America accounts for 24% of global GDP but 48% of business activity. China accounts for 18% of GDP and 20% of business. Other countries, with 77% of the world’s people, punch well below their weight.

Analyze the case and answer the question :

What imbalance reflects about Americans and Chinese?

Or

- (b) Discuss how weather affects international business.
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