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Question Paper Code :MB2102

MBA DEGREE EXAMINATION APRIL/ MAY 2026

Third Semester

BA4302- International Business

(Regulation: 2021)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Define International Business.
2. Compare Domestic and International business.
3. Define by Anti-dumping policy?
4. Outline the term New Trade Theory.
5. Discuss strategic compulsion.
6. Define Organizational Structure & its types.
7. Difference between Standardization and Differentiation.
8. Describe about Make or Buy decision.
9. State the Sources of Conflict in IB.
10. Discuss the ethical issues in IB.

Part – B (5 x 13 = 65 marks)

11. a) Define Country attractiveness. Elaborate the criteria for Assessing country attractiveness with examples.

OR

- b) International business environment is very uncertain; then why do companies want to engage in international business?

12. a) Compare and Contrast absolute theory and comparative advantage theory.

OR

- b) Define balance of payments and explain its components in detail.

13. a) Analyze the different forms of IB with examples.

OR

- b) "A company faces intense global competition leading to declining market share". Critically Analyze the competitive factors affecting performance and propose strategies to regain its position.
14. a) Evaluate the basic strategies to be considered by the firm before locating production facilities in a regional or national location.

OR

- b) Explain about the Foreign rate regimes & its types in detail.
15. a) Define Expatriates. Interpret the types, factors and stages in IB.

OR

- b) A multinational company adopts digital transformation in only selected countries, leading to inconsistent performance". Demonstrate the impact of uneven technological adoption and suggest unified global strategy.

PART C (1 X 15 = 15)

16. a) You are the international manager of a U.S. business that has just developed a revolutionary new laptop that can perform the same functions as existing laptops' but costs only half as much to manufacture. Several patents protect the unique design of this laptop. Your CEO has asked to formulate a recommendation for how to expand into Western Europe. Your options are (a) to export from United States, (b) to license a European firm to manufacture and market computer in Europe, or (c) to set up wholly owned subsidiary in Europe.

Evaluate the pros and cons of each alternative, and suggest a course of action to your CEO.

OR

- b) An undergraduate course required for graduation has a reputation for being extremely hard to pass, much harder than similar courses. When posting materials to the class website, the teacher accidentally posts a test with answers indicated at the end. The teacher notices the error immediately and deletes the test, but before she does so a student downloads the test. The website does not allow the teacher to see whether the test was downloaded, and because she deleted the test with the answers so quickly, the teacher later uploaded the same test without the answers and required students to take the test. The Student Code of Ethics prohibits students from taking a test when there is reason for them to believe they have confidential information regarding the answers to a test they are not supposed to have. Violations of the Student Code of Ethics are punishable.

Questions:

1. Check are the issues of integrity, ethics and law posed in the case study?
2. Examine the options do the teacher and the student have, and what should they do and why?