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MBAH 503

III Semester M.B.A. Degree Examination, April 2021

BUSINESS ADMINISTRATION

International Business Environment

Time : 3 Hours

Max. Marks : 70

**SECTION – A
(Compulsory)**

Note : Answer to the question should **not** exceed **six** pages : **(1×15=15)**

1. Considering yourself to be a leading MNC of 'automobile manufacturing company', advice the measures that the company has to take to retain the same market position on the outbreak of COVID – 19 pandemic and post COVID-19.

SECTION – B

Note : Answer **any five** of the following questions. **Each** question carries **8** marks.

Answer to the question should **not** exceed **five** pages :

(5×8=40)

2. How does tariff and non-tariff barriers govern the international trading activities ?
3. Bring out malevolent and benevolent effect of counter trade.
4. What is International Monetary System ? Bring out its importance to world trade.
5. Describe the entry strategies available to enter global market.
6. What are the principles of WTO ? How has WTO impacted international business ?
7. "The world is not globalising, it is regionalising". Critically evaluate the statement.
8. Describe the various characteristics of an environment and the process of analysing the environment.
9. Discuss the impact of FDI and disinvestment on economy. How does it affect business ?



SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages : (1×15=15)

10. Indian leather exports, an important foreign exchange earner for the country has been reportedly hit hard by the decision of some major US retail chains like Eddie Bauer, LL Bean, Timberland and Casual Corner, and a German company Bader to boycott leather goods from India in protest against the ill-treatment of animals here. This move came shortly after a decision by global retail chains Gap, Marks and L. Spencer, Liz Claiborne and J. Crew not to buy Indian leather goods. This development has a lot to do with the lobbying by the US-based animal rights group, People for Ethical Treatment of Animals (PETA) for a ban on leather goods from India by documenting evidence of "cruelty to animals" killed for making leather. It has been reported that the overseas firms have officially communicated to the Indian outfit of PETA that they will not be sourcing leather products from India until there is strict enforcement of animal protection laws. Following this, the Mumbai-based Teja Industries, the official supplier of leather goods for Marks and Spencer in India, started out-sourcing leather from other countries to manufacture products for the global chain.

Questions :

- 1) In the light of the above, discuss the implications of social activist groups for business.
- 2) With reference to this case, discuss the failure of the governments, Council for Leather Exports and the leather industry and the lessons of this case.
- 3) What should the governments, Council for Leather Exports and the leather industry do to overcome the problem ?