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MBAH 551

**IV Semester M.B.A. Degree Examination, July/August 2023
(Regular and Repeater)
BUSINESS ADMINISTRATION
International Business Environment**

Time : 3 Hours

Max. Marks : 70

**SECTION – A
(Compulsory)**

Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

Answer to the question should **not** exceed **6** pages :

(1×15=15)

1. Explain the term "Multinational Company". State the advantages and disadvantages of multinational companies to the host country and home country.

SECTION – B

Answer **any five** questions. **Each** question carries **8** marks. Answer to **each** question should **not** exceed **5** pages :

(5×8=40)

2. Write a detailed note on the impact of legal and political environment on International Business.
3. What is WTO ? Explain its objective, structure and functions.
4. Write a note on :
 - a) IDA.
 - b) Agreement on textiles and clothing.
 - c) GSTP.
5. Write a detailed note on counter trade and explain the different types of counter trade with suitable examples.
6. Explain the different modes of entry into International Business with suitable examples.
7. What is outsourcing ? Explain the advantages of outsourcing to India with suitable examples.
8. Why was World Bank established ? Explain in detail the five institutions associated with World Bank.

P.T.O.



SECTION – C
(Compulsory)

Answer to this question should **not** exceed **6** pages :

(1×15=15)

9. **Case study** – A small Indian firm that has developed valuable new medical products using its unique Biotechnology know-how is trying to decide how best to serve the U.S. market. Its choices are given below :

The cost of investment in manufacturing facilities will be a major one for the Indian firm, but it is not outside its reach. If these are the firm's only options, which one would you advise it to choose ? Why ?

- a) Manufacture the products at home and let foreign sales agents handle marketing.
- b) Manufacture the products at home and set up a wholly owned subsidiary in U.S. to handle marketing.
- c) Enter into an alliance with a large U.S. pharmaceutical firm. The products would be manufactured in U.S. by the 50/50 joint venture and marketed by the U.S. firm.