

2.

St. Clare College

Autonomous, Bengaluru

ROLL NO:

DATE:

PG END SEMESTER EXAMINATION-FEB 2025

M.Com. FIRST SEMESTER

MCO1224 : INTERNATIONAL BUSINESS ENVIRONMENT

TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and Four parts

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer SIX questions out of Eight. Each answer carries TWO marks.

[2x6 = 12]

1. State the importance of International Business.
2. Give your opinion about Bi-lateral contract.
3. Comment on Balance of Payments.
4. Mention two factors affecting global Human Resource Management.
5. Name few international agencies involved in conflict resolution.
6. Expand UNCTAD and UNIDO.
7. What do you mean by IPR?
8. Write the external factors which influence the business environment.

PART-B

Answer any THREE questions out of FIVE. Each answer carries EIGHT marks.

[8x3=24]

9. Evaluate the scope of International Business.
10. Highlight the various functions performed by WTO.
11. Explain the Benefits of BOP.
12. What are the major issues in settlement of international trade disputes?
13. How do implement CSR in MNC's?

PART-C

Answer any TWO questions out of THREE. Each answer carries TEN marks.

[10x2=20]

14. Define the term economic environment. How do you analyse economic environment for international Business?
15. Discuss the role of International Chamber of Commerce.
16. Critically review the various factors affecting global investment.

PART-D

Answer the following.

[14X1=14]

17. Mahindra and Mahindra (M and M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 1998 – 1999 to 2000 – 2001. M and M has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad. M and M has a 100 per cent subsidiary in USA, Mahindra USA, with a strong network of 100 dealers. Mahindra has a five per cent market share in the US market in the 20-30 horse power (HP) range. As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MoU) with the Korean tractor major Tong Yang, a part of the \$ 2 billion Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25 – 40 hp range) and sell them around the world under the M & M brand name. To start with, the premium range of tractors will be sold in the US. M and M's current tractor range is more utility – oriented and lacks the aesthetic appeal that Tong Yang's tractors have, a must for a strong presence in the US market.

Questions:

1. What are the advantages and disadvantages of global sourcing?
2. How will the foreign market expansion help M and M?
3. How does the strategic alliance with Tong Yang Benefit M and M?
4. What are the possible risks of the alliance? How can they be overcome / minimized?
