



OP – 253

IV Semester M.B.A. Degree Examination, November 2022
(CBCS – 2014-15 and Onwards)
MANAGEMENT

Paper – 4.1 : International Business Dynamics



Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks. **(5×5=25)**

1. Discuss the specific challenges faced by an MNC in India.
2. Discuss Porter's theory of national competition advantage.
3. Discuss export and import financing methods.
4. Discuss some successful models of international business.
5. What is negotiation ? Is it useful in business decisions.
6. Discuss any two modes of entry of an MNCs into a new country of operations.
7. What are trading blocks ? Briefly elaborate with examples.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. Discuss Demographic legal and Economic environment of an MNC.
9. What are conflicts ? What are the reasons for conflicts ? How can you manage them in an MNC ?
10. Discuss the formation structure working of the WTO. What are the criticisms aimed against ?
11. How does culture impact International Business ? How does cross cultural training acclimatize human resource in the country of operations ?

P.T.O.



SECTION – C

Compulsory Question :**(1×15=15)****12. Case Study :**

Indian roses are grown in a variety of color. An NRI couple is intending to get married in Texas, USA. Their reception will be held in Sri Lanka, on two different days respectively. You are an event organizer and have been asked to send a variety of roses both to the USA and Sri Lanka for these occasions. Explain the following :

- a) What kind of customization with regard to packing and safety are you required to undertake ?
- b) In what currency are you expecting your payment and what are the procedures you must perform before getting paid ?
- c) If sending roses becomes a monthly affair how will you set up your business model ?