PG – 540

IV Semester M.B.A. (Day and Eve.) Examination, November/December 2023 (CBCS) (2022-23 and Onwards)
MANAGEMENT
Paper – 4.1 : International Business Dynamics

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions. **Each** question carries **five** marks. (5×5=25)

1. What is globalization ? What are its advantages ?

2. What is meant by FDI ? Why is FDI preferred over loans ?

3. Discuss the salient features of the EXIM policy of India.

4. Discuss the possible ethical issues that an international business can face.

5. What are the three main decisions that an international business needs to take with regard to international operations ?

6. What are the strategies required in international marketing as compared to marketing within the country of origin ?

7. What is meant by culture shock and acculturation?

SECTION – B

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

8. What are the different theories of international business and trade ?

9. Discuss the issues in international human resources management that differentiate it from human resource management domestically.

10. With appropriate examples, discuss the political, economic and legal environments and their effect on the conduction of business worldwide.

11. What are the different types of economies ? How does each type of economy impact the conduction of international business ?

P.T.O.

SECTION – C

Case study. This section is **compulsory**. (1×15=15)

12. OpenAI, the Microsoft-backed creator of ChatGPT, has confirmed the chatbot can now browse the internet to provide users with current information.

The artificial intelligence-powered system was previously trained only using data up to September 2021.The move means some premium users will be able to ask the chatbot questions about current affairs, and access news. OpenAI said the feature would open up to all users soon. Earlier in the week, OpenAI also revealed the chatbot will soon be able to have voice conversations with users. ChatGPT and other similar systems use huge amounts of data to create convincing human-like responses to user queries.

But until now the viral chatbot's "knowledge" has been frozen in time. Its database has been drawn from the contents of the internet as it was in September 2021 "If this functionality or capability weren't there, you would need to go to Google or to Twitter or to your preferred news outlet. Now, you can treat this as a source of the latest news, gossip and current events," says Tomas Chamorro-Premuzic, professor of business psychology at University College London. More significantly though, the limited data provided a valuable safety net.

ChatGPT could not start regurgitating harmful or illegal material it happened to find newly uploaded to the net in response to a query. It could not spout misinformation planted by bad actors about politics or healthcare decisions because it didn't have access to it.Asked why it had taken so long to allow users to search up to date information, the chatbot itself provided three answers.

It said developing language models took a long time and was resource-intensive, that using real-time data had the potential to introduce inaccuracies, and that there were some privacy and ethical concerns about accessing real-time information-particularly copyrighted content without permission. ChatGPT's new functionalities perfectly highlight the enormous dilemma facing the AI sector. In order to be truly useful, the guardrails have to come off, or at least loosen - but doing that makes the tech potentially more dangerous and open to misuse.

Questions :

a) How has the ChatGPT changed the way news is accessed by users ?

b) Can the accurate and updated version of the above be an asset to managers of international business? Explain giving examples wherein such information is necessary for international business operations.

c) Discuss the ethicality of using this system in international business.