

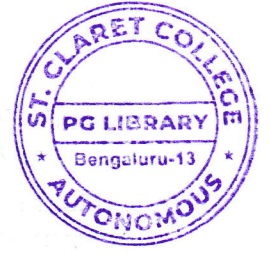


PG – 1419

1

IV Semester M.B.A. (Day and Eve.) Examination,
December 2024/January 2025
(CBCS) (2022-23 and Onwards)
MANAGEMENT

Paper – 4.1 : International Business



Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions from the following. **Each** question carries **5** marks.

(5×5=25)

1. Discuss Porter's theory of national competitive advantage.
2. What are the main differences between International business and Domestic business ?
3. How does the WTO facilitate International business ?
4. What is the importance of strategic alliances in International business ? Give an example.
5. What is India's Export-Import (EXIM) policy ? Discuss its key objectives.
6. Explain the key features of Foreign Direct Investment (FDI) in India.
7. Write a short note on Global Happiness Index and its components.

SECTION – B

Answer **any three** questions from the following. **Each** question carries **10** marks.

(3×10=30)

8. Write a note on the strategic issues involved in International operations management.
9. Discuss the country specific and firm specific theories of International trade.
10. Explain in detail any five indicators of measuring economic success.
11. Explain the implications of technological differences across countries for multinational businesses. How can innovation and technology transfer help businesses gain a competitive advantage globally ?

P.T.O.



SECTION – C

12. **Compulsory Case study.****(1×15=15)****Case study**

Softcore Consultancy Services are in the information technology sector. It is currently facing a shortage of skilled manpower and is fueling a hike in employee salaries, which have been posting a 10-40 per cent growth during the last couple of years. While there is an ample of trainable human resources, a shortage in skilled manpower is being felt across the industry and this has resulted in a hike in salaries. Typically, salary jumps happen not only in the conventional manner of being promoted but also because of professionals changing jobs more frequently. The increase in salaries varies from job to job, and ranks highest in the IT sector where employees get a hike of over 40 per cent when they join a new establishment. There is no dearth in entry-level human resources as there is a large supply, but a severe shortage is felt in the middle-level positions.

According to Mr. Raj, CEO of softcore, many new captives and third party off-shore facilities being set up in the country have led to a competition for skilled human resources that are already scarce. This is also leading to an ever-widening demand-supply gap and rise in the average salary level for all positions, apart from pushing up attrition in existing facilities, he said. There is a new trend of employees moving to multinational companies abroad for higher salaries and global experience. The salary package and working environment is far better than India in countries like USA.

Then returning to India with global experience makes for a higher pay and position. This is also one reason for the shortage of skilled manpower and hike in employee salaries in the IT sector.

Questions :

- a) What problems are Softcore facing ? Suggest some remedies for its problems.
- b) What are the various advantages employees will get from globalization ?
- c) Explain the difference in compensation management between Home country and Host country.