



PG – 1394

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IV Semester M.B.A. (Day & Eve.) Examination, November/December 2025
(CBCS – 2022-23 and Onwards)

MANAGEMENT

4.1 : International Business Dynamics

Time : 3 Hours



SECTION – A

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

1. Why is International Business not a bed of roses ? Elucidate your answer with suitable examples.
2. Discuss performance appraisal methods for international staff.
3. Explain Legal Environment. Highlight the influence of Legal Environment on International Business.
4. What are the key factors influencing pricing strategies in international marketing ?
5. Differentiate between Balance of Trade and Balance of Payment.
6. Analyze the impact of currency fluctuations on international business decisions.
7. What do you understand by the term technology ? Explain the role of technological changes in the global business.

SECTION – B

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

8. Discuss any two international trade theories. What are its assumptions and implications ?
9. What are the factors one can measure the economic success of an economy ?
10. Explain the concept of global mergers and acquisitions. Describe the effects of cross-border mergers and acquisitions.
11. What do you understand by pricing strategies in international business ? Elucidate your answer by focusing on the types of pricing strategies.

P.T.O.



SECTION – C

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

A global IT firm plans to enter India but is concerned about political risks, cultural differences and economic factors. Using Hofstede's cultural dimensions, they identify potential challenges in managing a multicultural workforce. Additionally, they evaluate India's economic indicators like GDP and Human Development Index to assess market potential.

Questions :

- a) How can Hofstede's cultural dimensions help the firm manage cross-cultural challenges ?
- b) What political and legal risks might the firm face in India and how can these be managed ?
- c) How do economic measures like GDP and HDI influence the decision to enter a market ?
- d) What technological factors should the firm consider before expanding to India ?