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Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, JULY 2022**

(CUCSS)

M.B.A.

BUS 4C 23—INTERNATIONAL BUSINESS

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

**Part A**

*Answer all questions.  
Each question carries 1 weightage.*

1. What is IPR ?
2. Who is part of BRICS ?
3. Why does a country bother about balance of payment ?
4. Why do we need FDI ?
5. State the advantages and disadvantages of technology transfer route.
6. What is GATT ?

(6 × 1 = 6 weightage)

**Part B**

*Answer any four questions.  
Each question carries 3 weightage.*

7. Present the product life cycle theory.
8. Distinguish between Tariff and Non- Tariff Barriers.
9. How do culture influence global trade.
10. "IT is a key enabler in global business". Why ?
11. List down the factors that trigger international business.
12. How does OPEC influence international trade ?

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

*Answer any **three** questions.  
Each question carries 4 weightage.*

13. Discuss the drivers that transformed China to a global manufacturing hub.
14. What are the challenges in International Marketing ?
15. Comment on any two multilateral trade agreements in which India is a party.
16. Discuss the various business entry strategies in global business.
17. “Organizations can have different structures to manage business”, Comment.

(3 × 4 = 12 weightage)

**Part D**

*Compulsory question. Carries 6 weightage.*

18. India, the world's largest importer of vegetable oils, buys nearly 15 million tonne annually. Of this, palm oil comprises 9 million tonne and the rest 6 million tonne is soyabean oil and sunflower oil. Indian palm oil importers have effectively stopped all purchases from top supplier Malaysia after the government privately urged them to boycott its product following a diplomatic spat, industry and government sources said.

The warning, issued last week, comes almost in parallel with New Delhi's move to restrict imports of refined palm oil and palmolein after Malaysia's Prime Minister criticised India's actions in Kashmir and its new citizenship law.

Consequently, Indian importers were not buying any crude or refined palm oil from Malaysia, at least five industry sources familiar with the matter told Reuters. “Officially there is no ban on crude palm oil imports from Malaysia, but nobody's buying due to government's instructions,” said a leading refiner, adding that buyers now import from Indonesia despite paying a premium to prices in Malaysia

The move to effectively block imports from Malaysia could push up the country's palm oil inventories and put pressure on its prices, which set the global benchmark for the oil. Indonesia and Malaysia are the two countries which supply palm oils. There would not be any extra cost to import from Indonesia as the product and price is same, the source added.

Malaysia produces 19 million tonne of palm oil in a year, while Indonesia produces 43 million tonne, the trade data showed.

"It does not make any difference for refiners to import palm oils from Indonesia when the product and the prices are same. Why would refiners take risk when the government has informally asked us not to buy," an industry source said.

Instead of palm oils, India can think of increasing import of soyabean and sunflower oils to boost the domestic supply, the source added.

- (a) Do you think that linking political reasons to international business decisions are justifiable? Why ?
- (b) What may be the impact of official ban by India on import from Malasia on bilateral and multilateral trade agreements ?
- (c) Whether outcomes like this can be cited as a limitation of WTO ?

(1 × 6 = 6 weightage)