

D 105251

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Name.....

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE EXAMINATION, JULY 2024

(CUCSS)

M.B.A.

BUS4C23—INTERNATIONAL BUSINESS

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer **all** the questions.**Each question carries 1 weightage.*

1. What is international trade ?
2. Write a short note on IMF.
3. What you mean by local business.
4. What is geocentric orientation of international trade ?
5. What is natural envirmment ?
6. What is value chain analysis ?

(1 × 6 = 6 weightage)

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

7. Explain Mill's theory of reciprocal demand ?
8. Explain centralized organizational structure of international business.
9. What are the various factors influencing international business location ?
10. Discuss about free trade area.

Turn over

11. Write a short note on WTO.
12. List out *ten* major global companies in the world.

(4 × 3 = 12 weightage)

Part C

*Answer any **three** questions.*

Each question carries 4 weightage.

13. What do you mean by a Tariff Barriers in international trade ? How these are different from the nontariff barriers ?
14. Explain ethno centric theory of international trade.
15. What are the reasons for internationalisation of business ?
16. Briefly discuss about international production strategies.
17. Write a brief note on various factors of International socio-cultural environment.

(3 × 4 = 12 weightage)

Part D

Compulsory question carries 6 weightage.

18. CASE STUDY :

If there is one thing William H. Pinckney, Managing Director and CEO, Amway India, has mastered “during his seven year stay in India, it’s the art of breaking the coconut in one go. He has had enough practice at the opening of every new branch office and during the annual Diwali puja in office, which is an Indian tradition followed religiously at Amway.

From wearing a kurta pyjama, to eating local food, Pinckney has taken to India and things Indian. Even his office has shades of Indian influences, including a bronze Ganesh statue. “My wife and I had always talked about an adventure and to us, India was the ultimate adventure,” says Pinckney.

The Pinckney affair with India started in late 1997, when Amway sent them for a typical look-see, to decide whether they could contemplate living here for some two-odd years. They

spent a week in Delhi just 'getting a feel for living in the capital city'. "Before I came here, I had heard a lot of stories, and none of them were good." What didn't help matters, was the number of vaccinations he had to take before coming to India. "I had never had as many shots in my life before," says the only expatriate on the rolls of 600-crore Indian operations of Amway.

Cleanliness and health were two issues; the Pinckney's were concerned about. But, to their immense relief, it turned out to be far better. "We have not taken any malaria pills in the last five years." People were the first thing Pinckney noticed on his arrival to India. "In Sydney, you don't find people on the roads, just outside the city. Here, they are everywhere." What has impressed him most about Indians, is the level of education, dedication and commitment, which he says, is 'the best and the highest in the world'.

Professionally, the HR aspect of working in India has been most interesting, 'a learning curve' for him. "Coming out of the West, one was used to giving direct feedback. But in India, you have to be very careful about that. Constructive criticism has to be applied very carefully."

Another interesting observation he made, was regarding performance appraisal. "People here equate hard work with high performance. Just because you spent as many hours, it does not make you a high achiever." Pinckney himself works almost every Saturday, if he is in town and dislikes taking work home to his lovely house, in the plush Sainik Farms locality, in the outskirts of Delhi. While both husband and wife tend to stay in more, dining out with friends is one of the few entertainment options available in India. He has got more Indian friends than expats, mostly people he met through business, like Kanwar Bhutani of Tupperware.

Both, however, try to find time to play golf at the ITC Golf Course in Gurgaon. It's a game Mrs. Pinckney took up in India, since she found free time on her hands, for the first time in her life. A certified chartered accountant, Mrs. Pinckney used to run her own business in Australia. Some of that time has been used to learn to cook typical Indian food, butter chicken, aloo palak, rogan josh and dal makhani. It's no wonder then that half their meals are Indian. They've adjusted to the spice factor in Indian food. What was hot when they first came is nothing compared to hot today. "When we travel abroad, we really miss the spices."

Turn over

After all this time in India, they still find it striking that irrespective of which part of the country they are in, there's a positive spirit about the people of India. People have hope, optimism and are generally happy. The respect Indians have for their culture and beliefs is another factor that the Pinckney's appreciate.

"Family ties are much stronger here, as is, respect for elders and their wisdom for instance, girls in our office who talk and dress in a Western way, have no problems accepting arranged marriages", says Pinckney.

Pinckney's gave a grand Indian reception after their daughter's Australian wedding, including traditional attire for the bride and groom. "Yet another occasion to break a coconut, Mr. Pinckney?" we wonder.

Questions :

- (a) How could William H. Pinckney acculturate himself in India ?
- (b) What lessons can Pinckney convey to similar expatriates ?

(1 × 6 = 6 weightage)