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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2014

MBA 3.3—INTERNATIONAL BUSINESS

(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answers all parts.

Part A

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

1. Define International business.
2. What is value chain ?
3. What is strategic alliance ?
4. What is matrix structure ?
5. What do you mean by ethnocentric orientation ?
6. What is global business ?

(6 × 1 = 6 weightage)

Part B

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

7. What are the factors restricting internationalisation of business ?
8. Explain different strategies to enter international business.
9. Write a note on product based structure for international business.
10. Explain the concept of integration of global business.
11. Write a note on international marketing strategy.
12. Explain factors influencing locations.
13. Explain economic factors influencing international business.
14. Write a note on global business planning system.

(6 × 3 = 18 weightage)

Turn over

Part C

*Answer any two questions.
Each question carries 6 weightage.*

15. Explain opportunities and threats of Indian companies in the international market.
16. Explain international business functional strategies.
17. Read the following case carefully and answer to the questions given at the end :

Indian leather exports, an important foreign exchange earner for the country has been reportedly hit hard by the decision of some major US retail chains like Eddie Bauer, LL Bean, Timberland and Casual Corner, and a German company Bader to boycott leather goods from India in protest against the ill-treatment of animals here. This move came shortly after a decision by global retail chains Gap, Marks & L. Spencer, Liz Claiborne and J. Crew not to buy Indian leather goods. This development has a lot to do with the lobbying by the US-based animal rights group People for Ethical Treatment of Animals (PETA) for a ban on leather goods from India by documenting evidence of "cruelty to animals" killed for making leather. It has been reported that the overseas firms have officially communicated to the Indian outfit of PETA that they will not be sourcing leather products from India until there is strict enforcement of animal protection laws. Following this, the Mumbai-based Teja Industries, the official supplier of leather goods for Marks & Spencer in India, started out-sourcing leather from other countries to manufacture products for the global chain.

Questions :

- (a) In the light of the above, discuss the implications of social activist groups for business.
- (b) With reference to this case, discuss the failure of the governments, council for Leather Exports and the leather industry and the lessons of this case.
- (c) What should the governments, Council for Leather Exports and the leather industry do to overcome the problem ?

(2 × 6 = 12 weightage)