



# CBCS SCHEME

MBA302

## Third Semester MBA Degree Examination, June/July 2026 International Business

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.  
3. M : Marks , L: Bloom's level , C: Course outcomes.*

|     |    |                                                                                        | M  | L  | C   |
|-----|----|----------------------------------------------------------------------------------------|----|----|-----|
| Q.1 | a. | Define International Business.                                                         | 3  | L3 | CO1 |
|     | b. | Briefly Explain the nature of international business                                   | 7  | L3 | CO1 |
|     | c. | Explain Components of international business environment.                              | 10 | L3 | CO1 |
| Q.2 | a. | What is an international business environment?                                         | 3  | L3 | CO1 |
|     | b. | State Mercantilism Theory of International Business.                                   | 7  | L2 | CO3 |
|     | c. | Discuss the Modes of entry into international business.                                | 10 | L3 | CO2 |
| Q.3 | a. | What do you mean by ethics in international business                                   | 3  | L3 | CO1 |
|     | b. | Explain Internationalization Process with suitable examples.                           | 7  | L3 | CO1 |
|     | c. | Explain the role of technology in enhancing global competitiveness.                    | 10 | L4 | CO3 |
| Q.4 | a. | List out the international business theories.                                          | 3  | L3 | CO1 |
|     | b. | Elucidate the importance of International Business.                                    | 7  | L3 | CO1 |
|     | c. | Narrate Porter's National Competitive Advantage Theory.                                | 10 | L2 | CO2 |
| Q.5 | a. | What is the primary objective of the IMF?                                              | 3  | L3 | CO1 |
|     | b. | Describe the role of global equity markets in economic development.                    | 7  | L4 | CO4 |
|     | c. | Discuss the significance of Corporate Social Responsibility in International Business. | 10 | L6 | CO5 |
| Q.6 | a. | What is meant by global competitiveness?                                               | 3  | L3 | CO4 |
|     | b. | State the importance of MNCs in the global economy.                                    | 7  | L4 | CO4 |
|     | c. | Explain the levels of economic integration with examples.                              | 10 | L3 | CO1 |
| Q.7 | a. | Define International Human Resource Management (IHRM)                                  | 3  | L3 | CO4 |
|     | b. | Explain the principles of UNCTAD with suitable examples.                               | 7  | L3 | CO1 |
|     | c. | Explain competitive global marketing strategies                                        | 10 | L4 | CO4 |

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|-----|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|------------|
| Q.8 | <b>Compulsory Question :</b> | <p>Amazon entered the Indian market with the objective of leveraging India's large consumer base, growing digital adoption, and cost-efficient talent pool to strengthen its global competitiveness. However, unlike many developed markets, India presented unique institutional and competitive challenges. Strict Foreign Direct Investment (FDI) regulations in multi-brand retail, strong domestic competitors like Flipkart and Reliance Retail, price-sensitive consumers, and complex logistics infrastructure required Amazon to adapt its global strategy. To overcome these challenges, Amazon invested heavily in localized supply chains, digital payments (Amazon Pay), cloud services (AWS India), and small seller integration programs, positioning India as both a major market and a strategic hub within its global operations.</p> <p>Over time, India evolved into a critical pillar of Amazon's global competitiveness rather than just an emerging market entry. The company used India as a testing ground for low-cost innovation, last-mile delivery optimization, and scalable digital platforms that could be replicated in other emerging economies. At the same time, regulatory scrutiny and intense competition forced Amazon to balance global standardization with local responsiveness. This case highlights how MNCs operating in India must align international business strategy, regulatory compliance, and competitive advantage to sustain long-term global competitiveness.</p> |           |           |            |
|     | <b>a.</b>                    | Analyze how Amazon's operations in India contribute to its global competitiveness.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>10</b> | <b>L4</b> | <b>CO4</b> |
|     | <b>b.</b>                    | Evaluate the challenges faced by MNCs like Amazon in India and suggest strategic measures to sustain competitiveness.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>10</b> | <b>L5</b> | <b>CO4</b> |

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