



# CBCS SCHEME

22MBA401

Fourth Semester MBA Degree Examination, June/July 2024  
**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.	What do you mean by International Business?	3	L1	CO1
	b.	Discuss the scope of International Business.	7	L2	CO1
	c.	Explain the process of Internationalization.	10	L3	CO4
Q.2	a.	What is business environment?	3	L1	CO1
	b.	Compare between Horizontal and Vertical foreign direct investments.	7	L2	CO1
	c.	Discuss the corporate social responsibilities in International Business.	10	L3	CO2
Q.3	a.	List any three contributes of theories of International Business.	3	L1	CO4
	b.	Explain comparative cost advantage theory.	7	L2	CO3
	c.	Narrate Porter's National Competitive advantage theory.	10	L3	CO3
Q.4	a.	What do you mean by international institutions?	3	L1	CO2
	b.	Explain the role played by United Nations conference on Trade and Development.	7	L2	CO2
	c.	Describe regional economic integration in the Americas.	10	L3	CO3
Q.5	a.	What are multinational-corporations?	3	L1	CO4
	b.	Compare and contrast between Regionalism and Multilateralism.	7	L2	CO3
	c.	Explain the role played by multi-national corporations-across the Globe.	10	L3	CO4
Q.6	a.	Define international marketing.	3	L1	CO4
	b.	Explain Global human resource management.	7	L2	CO4
	c.	Discuss the concept of International Production management system.	10	L3	CO3
Q.7	a.	Define Global finance.	3	L1	CO3
	b.	Distinguish between regional economic integration in Asia and America.	7	L2	CO3
	c.	Explain the concept of Globalization of markets and brands.	10	L3	CO4

Q.8	<b>Case Study:</b>			
	<p>Indian Oil Corporation (IOC) has formed a wholly owned subsidiary in Mauritius-Indian Oil Manitus Ltd. (IOML) with a huge projected investment.</p>			
	<p>It is setting up a state of the art bulk storage terminal at Mer Rouge to stock 24,000 Metric tonnes of important petroleum products, auxiliary and bunkering facility and 25 modern petrol and gas stations. IOML is also in the process of building infrastructure for storage, bottling and distribution of Indane, LPG and Market Servo Lubricants in Mauritius. Besides, IOC has also formed a wholly-owned subsidiary in SriLanka known as Lanka IOC Pvt.Ltd. (LIOC). LIOC took over 100 retail outlets owned by Ceylon petroleum corporation in February 2003. It is the only private owned company besides the state owned Ceylon Petroleum Corporation (CPC) which operates retail petrol stations in Sri Lanka. Building and operating storage facilities at Trincomalee tank farm, LIOC is involved in bulk supply to industrial consumers. In order to facilitate operations of Lanka Indian Oil Corporation Pvt. Ltd. (LIOC), the Government of Sri Lanka has extended the following concessions.</p>			
	<p>(i) A tripartite agreement signed between the Sri Lankan Government, CPC and LIOC guarantees that only three retail palyers (including CPC and LIOC) will operate in the Sri Lankan market for the next 5 years.</p> <p>(ii) LIOC has also been allowed income tax exemption for 10 years from the date of starting of operations and concessional tax of 15% thereafter against the prevailing rate of 35%.</p> <p>(iii) The Indian oil subsidiary has also been granted customs duty exemption for import of project-related plant, machinery and equipment during project implementation period of 5 years, besides free transfer of dividend or income to India.</p>			
	<p>Answer the following questions :</p>			
	<p>a. Evaluate the factors affecting IOC's selection of this entry mode.</p>	06	L1	CO1
	<p>b. If a single entry strategy required to be followed, which one would be a better strategy? Substantiate.</p>	06	L2	CO3
	<p>c. In view of the trending economic and political scenario, evaluate IOC's entry into Sri Lanka as a wholly owned subsidiary.</p>	08	L2	CO4

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