



## Fourth Semester MBA Degree Examination, June/July 2025 International Business

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q1 to Q7.  
2. Question No.8 is compulsory.  
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	CO
Q.1	a.	Define Mercantilism and its significance.	03	L1	CO1
	b.	Analyse Porter's National competitive advantage theory and its implications for companies in global market.	07	L2	CO1
	c.	Evaluate the growth and features of the Global capital market and its impact on global finance.	10	L2	CO1
Q.2	a.	State any three characteristics of International Business.	03	L1	CO1
	b.	Discuss the principles and achievements of UNCTAD.	07	L2	CO2
	c.	Describe the various modes of entering International Business.	10	L3	CO1
Q.3	a.	What is Global Equity Market?	03	L1	CO4
	b.	Describe the key factors contributing to the growth of MNCs.	07	L2	CO4
	c.	Explain the factors of technology transfer and the key issues associated with it.	10	L2	CO3
Q.4	a.	What is meant by cultural dynamic in Global Market?	03	L1	CO1
	b.	Explain the socio-cultural environment influence international business practices.	07	L2	CO1
	c.	Discuss the indicators of global competitiveness.	10	L3	CO3
Q.5	a.	Define Multi-National corporations.	03	L1	CO3
	b.	Describe the factors influencing International Human Resource Management.	07	L2	CO4
	c.	Discuss the functions of ASEAN, SAARC and SAPTA and its impact on regional development.	10	L3	CO2
Q.6	a.	What is the primary role of IMF?	03	L1	CO2
	b.	Evaluate the influence of the technological environment on the success of International Business.	07	L2	CO3
	c.	Differentiate between theory of absolute cost advantage and comparative cost advantage theory.	10	L3	CO2
Q.7	a.	What is the importance of ethics in International Business?	03	L1	CO3
	b.	Analyse the role of WTO and its advantages for global trade.	07	L2	CO2
	c.	Discuss the major actors in International marketing and their roles in shaping global marketing strategies.	10	L3	CO4



Q.8

**CASE STUDY**

Entry of Huawei into India - When domestic company goes international.

Huawei is a Chinese business-to-business (B2B) company that rapidly expanded internet the global market is since 1997. Before that, its name was literally un-heard of outside china. In 2000, the company decided to enter into the Indian market. However, it faced various challenges. Crowded space : The telecommunication space was crowded with various domestic and international players. In such a space, the company had to make a distinctive brand for itself as a reliable partner.

Politically charged history : Ever since the sino-Indians wars in 1962, India and china had maintained a cool distance. Clashes between the two troops in the disputed northern border were not unheard of. In such a scenario, the Indians regarded the Chinese company with skepticism.

Cultural perception : For most Indians, the communist republic of China was a closed country. Although neighbours, the people-to people exchange between the two Asian giants was very rare. One reason could be attributed to the language difference, Chinese were mostly non-English speakers, whereas most of India used English as their business language. Therefore, Huawei found it difficult to establish trustworthy relations with the Indian business community.

Quality perception : In India, Chinese products were perceived to be of inferior quality. This was a negative factor for Huawei. To address these challenges, Huawei invested time in understanding the Indian market more. The company undertook several key initiatives. It established R & D and service centers in India, created local job opportunities by hiring 90% of its workforce from within the country, which significantly bolstered its reputation among Indians. Additionally, Huawei set up two production plants in Chennai and conducted skill -based workshops involving its staff to educate local employees about International standards. This effort also helped dispel cultural misconceptions about Chinese products. By sourcing most of its components locally, Huawei not only reduced costs but also assisted local companies in meeting international quality standards, with further support provided by Huawei's staff in skill and technology enhancement. To boost its consumer products, particularly smart phones, Huawei formed strategic partnerships with local media and marketed its product as aspirational to counteract the perception of low-quality Chinese goods. The company also fostered an strong brand culture, established rewards, and recognition programs for R and D talent, and promoted Indian employees to managerial positions.

There is a misconception among strategy formulators and marketers that the two Asian giants, India and china, share a similar culture, which is not the case. For companies on both the sides to enter into each others market, it is important to study the market comprehensively before entering into it. The Chinese company Huawei found it difficult to break the cultural barriers in the Indian market as the western companies do. Huawei was able to successfully overcome these barriers by, establishing itself as a thrust worthy brand, building relationships with the local businesses and personnel, committing a long-term relationship that would boost Indian's economy and create jobs for locals and providing superior quality consumer goods.

Answer the following questions :

a.	Explain the challenges faced by Huawei while entering the Indian market.	5	L2	CO3
b.	Analyse the role of local product plants and skill development workshops in enhancing Huawei's market presence in India.	5	L2	CO4
c.	Evaluate the effectiveness of Huawei's approach to overcome cultural misconceptions between Indians and Chinese through its various initiatives.	5	L2	CO3
d.	Discuss the key learning's from the Huawei's entry into India.	5	L2	CO3