

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

THIRD SEMESTER MBA DEGREE EXAMINATION (R), DECEMBER 2023

(2021 Scheme)

Course Code : 21MBA201

Course Name: International Business

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. What is International Business?
2. List out the Indian laws affecting international business
3. Briefly explain the term "Mergers"
4. Write a short note on Export and Import finance
5. What do you mean by FDI?

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. How do the specific reasons for a company's decision to expand internationally influence the strategic decisions they make in the global market? Provide examples and discuss the potential challenges and opportunities associated with these decisions.
7. Design an international market entry strategy for a new product, considering the socio-cultural, demographic, and geographic factors of a specific foreign market. Justify your strategy by explaining how these environmental factors are crucial for the success of your international business venture.
8. Evaluate the relationship between a well-structured market selection process and the success of market entry strategies in international business. In your evaluation, consider how factors like market research, competitive analysis, and risk assessment contribute to effective market selection. Provide real-world examples of companies that excelled or faltered in their market selection and entry decisions.
9. Discuss the primary roles and functions of international organizations such as UNCTAD, UNIDO, the International Trade Centre, GATT, and WTO in facilitating international trade and economic cooperation? How have these organizations evolved over time to adapt to changing global economic dynamics?
10. Summarize the fundamental concepts underlying ethics in international business, Elaborate fair and just behavior in business dealings across national boundaries?

PART C***(Compulsory question, the question carries 20 marks)***

11. XYZ Corporation, a prominent global electronics manufacturer, is grappling with a formidable international trade predicament. The company's predicament stems from a recent trade dispute between its home country, Country A, and one of its pivotal export markets, Country B. As a consequence of this trade dispute, Country B has imposed fresh tariffs on imported electronics from Country A. These tariffs have triggered a significant escalation in the cost of XYZ Corporation's products within the boundaries of Country B.

The repercussions of these imposed tariffs have reverberated throughout the company's operations. Firstly, the heightened production costs have rendered XYZ Corporation's products less competitive in the target market, Country B. This unfavorable pricing disparity has led to a precipitous decline in sales, consequently impacting the company's revenue and profitability.

Moreover, the market share that XYZ Corporation once enjoyed in Country B has witnessed a rapid erosion. As local consumers grapple with the elevated prices of XYZ Corporation's products, they are increasingly turning to alternative suppliers or domestic alternatives, further exacerbating the company's challenges in this vital market.

Furthermore, the trade dispute has introduced disruptions within the company's intricate supply chain. These disruptions manifest as delays in product shipments and amplified bureaucratic hurdles at the border, exacerbating operational complexities and impeding the company's ability to meet market demands efficiently.

In light of these challenges, XYZ Corporation must strategically navigate this international trade issue. Exploring the diversification of export markets, adapting products to local preferences, optimizing costs, ensuring regulatory compliance, engaging in government relations, initiating negotiations, and conducting scenario planning are vital steps toward mitigating the adverse impacts and securing the company's sustainable growth and profitability in the face of this complex international trade landscape.

- a) What cost optimization measures can XYZ Corporation implement to offset the increased production costs caused by the newly imposed tariffs, while maintaining product quality and market competitiveness?

(10 Marks)

b) In the context of diversifying export markets, what specific countries or regions show promise as alternative markets for XYZ Corporation's products, and what market entry strategies should they consider for each? (10 Marks)
