Register No : ______________________

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2025

Third Semester

Master Business Administration

BA4302 – International Business

Regulations - 2021

Duration : 3 Hrs ***Maximum : 100 Marks***

PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

Q.No	***Questions***	***BLT***	***CO***	***Marks***
1.	Differentiate Domestic and International Business.	L2	1	2
2.	Discuss the role of WTO in global economy.	L1	1	2
3.	Infer the meaning of GATT.	L2	2	2
4.	Recall the features of a Free Trade Zone.	L1	2	2
5.	Compare Standardisation and Differentiation.	L2	3	2
6.	What is meant by Transnational Strategy?	L1	3	2
7.	State the issues in International Manufacturing.	L1	4	2
8.	How would you explain Multilateral Netting?	L2	4	2
9.	Identify the various sources of conflict.	L1	5	2
10.	Compare Mediation and Arbitration.	L2	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

Q.No		***Questions***	***BLT***	***CO***	***Marks***
11.	a	As an entrepreneur you are looking for your FMCG Company to go global. Evaluate the suitable methodologies to enter into global business.	L3	1	16
		Or			
	b	Broadly classify the various types of organisational cultures existing in global organisations. Also give your analysis about the type of culture that may fit well into organisations wanting to do business in India.	L3	1	16
12.	a	Discuss the national competitive advantage theory of International trade. What are the distinctions of this theory over other theories?	L2	2	16
		Or			
	b	What is meant by a Regional Trade Bloc? Discuss its types and reasons	L2	2	16

		for forming RTBs.			
13.	a	Explain the control related policies and procedures followed by any one global firm whose operations you are familiar with.	L3	3	16
		Or			
	b	Discuss the various performance indicators of MNEs. Design an evaluation system and explain the mechanics of measurement in international trade.	L3	3	16
14.	a	Discuss the challenges in product development, pricing, channel management and investment decisions in global business.	L3	4	16
		Or			
	b	What do you understand by foreign exchange risk? Describe the measures taken by global firms in protecting themselves against foreign exchange risks.	L3	4	16
15.	a	What are the recent conflicts in international business? Identify the different sources and types of conflicts in doing international business and its resolution measures.	L3	5	16
		Or			
	b	What are the guidelines to be followed for negotiation in International Business?	L3	5	16