

(DBUS40)

M.B.A. THREE YEAR DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

D-International Management

INTERNATIONAL BUSINESS (Optional)

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions

1. (a) Negotiations
- (b) Strategic planning
- (c) Product Life Cycle theory
- (d) FDI
- (e) International production
- (f) Multilateral agreements

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Explain the role and process of International Business.
3. Discuss comparative advantage theory of International trade.
4. Explain various Strategic consideration of an MNC.
5. Explain the concept of negotiations in International Business.
6. Discuss the objectives and functions of IMF?
7. Explain the role of HRM in MNCs.

SECTION C — (10 marks)

(Compulsory)

8. Case study:

Two Senior executives of world's largest firms with extensive holdings, outside the home country speak. Company A: "We are a multinational firm. We distribute our products in about 100 countries. We manufacture in over 17 countries and do research and development in three countries. We look at all new investment projects both domestic and overseas using exactly the same criteria".

The executive from company A continues. "Of course the most of the key posts in our subsidiaries are held by home country nationals. Whenever replacements for these men are sought, it is the practice, if not the policy, to look next to you at the lead office and pick someone usually a home country national you know and trust".

Company B: "We are multinational firm. Our product division executives have worldwide profit responsibility. As our organizational chart show, the United States is just one region on a par with Europe, Latin America, Africa etc. in each division".

The executive from Company B goes on to explain. "The Worldwide Product division Concept is rather difficult to implement. The senior executive's in charge of this division have little overseas experience. They have been promoted from domestic posts and tend to view foreign Consumers needs as really basically the same as ours. Also, product division executives tend to focus on domestic market because it generates more revenue than foreign market. The rewards are for executives simply do not understand what happens over seas and really do not trust foreign executives even those in key Portions?

Questions.

- (a) Which company is truly multinational?
 - (b) If you are a manager of the company how did you handle this situation?
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(DBUS41)

M.B.A.(3 Years) DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

D-International Management

INTERNATIONAL FINANCIAL MANAGEMENT (Optional)

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) FEDAI
- (b) NPV
- (c) Determination of spot exchange rate.
- (d) Gold standard.
- (e) International Cash Management.
- (f) Cost of Financing.

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Evaluate the factors responsible for growing importance of International Financial Management.
3. Explain the factors to be considered while taking Cash Management Decisions in across? The countries.
4. Define balance of payments (BOP) and explain the recent trends in BOP.
5. What is foreign exchange market? Explain its role and structure.
6. Discuss the International investment strategies for controlling and regulating the currency.
7. How are inflation rates and foreign exchange rates related? Illustrate with an example.

SECTION C — (10 Marks)

(Compulsory)

8. Case study:

The current value of the S and P 500 is necessary to hedge the portfolio is \$5 million. Beta of portfolio is 1.5. One futures contract is for delivery of \$ 250 times the index.

- (a) What position in futures contracts on the S and P 500 is necessary to hedge the portfolio?

- (b) Use the data for the value of the index and the future price of in the index, both 3 months ahead, to assess the performance of the stock index hedge by recording the gain on the futures position, the return on the market, the expected return on the total expected value of the position in 3 months.

Scenario	Value of index future	Price of index
1.	900	902
2.	950	952
3.	1000	1003
4.	1050	1053
5.	1100	1103

The current futures price is \$1010. The dividends rate on the index is 1% per annum. The risk free rate is 4% per annum.

M.B.A. (3 Years) DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

INTERNATIONAL MARKETING

Time : Three hours

Maximum : 70 marks

SECTION A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. (a) Balance of payments
- (b) ETFA
- (c) Letter of credit
- (d) Consumer Protection Act, 1986
- (e) Capital market
- (f) Market segmentation

SECTION B — (3 × 15 = 45 marks)

Answer any THREE questions.

2. Discuss the role of service institutions in promoting the International Trade.
3. What are the critical elements of macro-economic environment? How can they influence the promotion of International marketing?
4. Discuss about the principal export documents. Mention the difference between principal documents and auxiliary documents.
5. What are the considering factors in International product pricing? Mention the issues in International pricing.
6. What is International Distribution Policy? Identify the key elements of international distribution policy.
7. Describe the procedure and steps involved in International Marketing Research.

SECTION C — (10 marks)

Compulsory

8. Case Study :

A leading manufacturing company sells a good proportion of its exported boilers to Egypt as a part on going relationship with a Cairo-based agent going back 40

years. Infact Egypt accounts for a third of all export sales for Byworth Boilers Ltd.

The firm had a long-standing and highly successful relationship with Egypt via a man who was friends with the firm's original founder Dennis Baldwin. It has led to ongoing business with worth Rs. 500,000 a year.

Despite the uncertainties and delays caused by recent political upheads in the country, sales remain externally buoyant for Byworth in this key North African market. They are now back, at pre-revolution sales levels.

- (a) Explain the international marketing relations have been followed by the Byworth Bioless Ltd. to export boilers to Egypt.
 - (b) What are the strategies should be suggest to export Bioless to North Africa and how to over come the various political barriers in North Africa.
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