

END TERM EXAMINATION

THIRD SEMESTER [MBA] FEBRUARY 2023

Paper Code: MS-203

Subject: Management of International Business

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks. Please give suitable examples to illustrate your answer.

- Q1 Explain the economic effects of tariff on international trade. Identify various non-tariff barriers. How do non-tariff barriers influence globalization?
- Q2 Compare and contrast the benefits and limitations of acquisition and licensing mode for an Indian Firm looking at expansion of 5G technology of telecom in an African nation.
- Q3 Indian pharmaceutical manufacturers have been successful during Covid. Describe how Porter's Diamond Framework can be used to determine their competitiveness.
- Q4 Give a suitable example to showcase how intellectual property assessment is a key component of the due diligence process in an international acquisition bid for an MNC.
- Q5 India is expecting big joint venture investments in its oil and gas sector with international oil majors such as Chevron and Exxon showing interest. Explain the strategic and operational advantages of such JV along with the associated challenges in international joint ventures.
- Q6 Explain the cross-cultural challenges in international business. How do they affect negotiations? Elucidate with reference to differences in the Japanese and British cultures.
- Q7 The OECD Guidelines for Multinational Enterprises provide non-binding principles and standards for responsible business conduct in a global context consistent with applicable laws and internationally recognised standards. Explain the salient aspects of the guidelines.
- Q8 Write short notes on:-
(a) Global Strategy
(b) Cross cultural communication
(c) Ethical issues in international business
