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Reg. No. :

**Question Paper Code : 10205**

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.

Third Semester

BA 4302 — INTERNATIONAL BUSINESS

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define International Business.
2. Write a short note on Globalization.
3. What do you mean by Balance of payment?
4. Write a note on product life cycle.
5. What is performance evaluation system?
6. What is Mercantilism?
7. What is meant by spot exchange rate and forward exchange rate?
8. What is conflict resolution?
9. What is ethical decision making?
10. What is meant by models of culture?

PART B — (5 × 13 = 65 marks)

11. (a) How would you describe the modern challenges in international business domain along with possible solutions?  
Or  
(b) Explain the different factors of international business environment.

12. (a) Discuss the benefits and costs of FDI from the perspective of host country and from the perspective of home country.

Or

- (b) Describe any two theories of international trade.

13. (a) Write an essay about global portfolio management

Or

- (b) Distinguish between standardization and differentiation strategies with suitable examples.

14. (a) Discuss issues involved in global supply chain management.

Or

- (b) Discuss the challenges in international product development.

15. (a) Compile the ways in which international business and its managers can ensure that ethical issues are considered in business decisions.

Or

- (b) Identify the major areas of social responsibility for international business.

PART C — (1 × 15 = 15 marks)

16. (a) Several Indian companies have internationalized their operations over the last two decades or so and some of them have even become global companies. What could be the motivations for expanding business by way of internationalizing their operations? Discuss.

Or

- (b) You are a manufacturer of herbal skin care and hair care products based in Bangalore. You intend to sell these product all over the European union. Given the policies of EU and considering the cultural aspects discuss in detail the procedure and customization you would require to do.