

(DBUS 40)

ASSIGNMENT - 1, DEC - 2016.

M.B.A FINAL YEAR DEGREE

(D-International Management)

Paper-I : INTERNATIONAL BUSINESS

Maximum : 30 MARKS

Answer ALL questions.

- 1)
 - a) Objects of SAARC.
 - b) Logistics.
 - c) Gains of international business.
 - d) Bi-lateral agreements.
 - e) Culture of MNC.
 - f) Factor proportions.
- 2) Critically examine the comparative cost theory of international trade.
- 3) Bring out the strategic considerations in the planning of MNCs.
- 4) How is the performance of MNC appraised?

ASSIGNMENT - 2, DEC - 2016.

M.B.A FINAL YEAR DEGREE

(D-International Management)

Paper-I : INTERNATIONAL BUSINESS

Maximum : 30 MARKS

Answer ALL questions.

- 1) Give an account of negotiations in international business.
- 2) What is the role of WTO in international business?
- 3) Describe the trend in the international business of LDCs.
- 4) Mr. Subhash C. Jain is the M.D. of a Private Ltd., Co., based in Gurgaon, Haryana. In Plant and machinery and other fixed assets, the company made an investment of Rs. 20 lakhs and created a capacity of 10,000 units per annum. The company's manufactured product is sold in the domestic market at Rs. 10 a unit with a fixed cost component of Rs. 3 per unit and a variable cost component of Rs. 4 per unit. (one nut and one bolt from a unit).

Mr. Jain visited Iran to explore the possibility of exporting these nuts and bolts to Iran, and executives of local companies and through his personal observation Mr. Jain found his product needs sales promotional activities to create awareness as to its use locally.

A couple of visitors approached Mr. C. Jain in the hotel and after an enquiry placed an order for nuts and bolts. One of the orders was for 2000 units and another was for 5000 units at the rate of Rs. 5 per unit.

Mr. Jain was in dilemma and rang up to his office for advice on the orders whether to accept both are orders or one of the orders or none of the orders.

Questions:

- a) If you were the consultant to Mr. Jain and Co., Ltd., what advice would you offer and if information provided is not adequate.;
 - b) What data you seek from the M.D. of the company and others?
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Paper-II : INTERNATIONAL FINANCIAL MANAGEMENT

Maximum : 30 MARKS

Answer ALL questions.

- 1)
 - a) Elements of international financial system.
 - b) Transaction exposure.
 - c) International band market.
 - d) Pegged exchange rate.
 - e) International portfolio theory.
 - f) Interest rate risk.
 - 2) Explain the offensive and defensive strategies in foreign investment.
 - 3) How is the inventory management a MNC different from that of a domestic firm.
 - 4) State the factors that should be considered from the view point of income tax while entering into foreign collaboration.
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Paper-II : INTERNATIONAL FINANCIAL MANAGEMENT

Maximum : 30 MARKS

Answer ALL questions.

- 1) Describe asset market models of exchange rate determination.
- 2) Examine the methods of translating foreign subsidiary financial statement.
- 3) Discuss the finance function in a MNC.
- 4) Motorola, the number-two US Chipmaker, signed an agreement in 1986 with Toshiba of Japan to jointly manufacture memories and microprocessors in a new Japanese plant. The plant gives Toshiba access to Motorola's popular 32-bit microprocessor technology, Motorola gets a share in a highly efficient manufacturing facility, a source of chips, and access to the Japanese market.

Questions:

- a) How can Motorola maximize the advantages of this joint venture?;
 - b) What are some of the risks Motorola faces?; and
 - c) What can it do to control these risks?
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Paper-III : INTERNATIONAL MARKETING

Maximum : 30 MARKS

Answer ALL questions.

- 1)
 - a) Contract manufacturing.
 - b) Product piracy.
 - c) Counter trade.
 - d) International tendering.
 - e) Publicity in global marketing.
 - f) Export information system.
 - 2) What are the information requirements of international marketing research?
 - 3) State the considerations in the development of new product for international marketing.
 - 4) Explain the managerial issues international pricing.
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M.B.A FINAL YEAR DEGREE

(D-International Management)

Paper-III : INTERNATIONAL MARKETING

Maximum : 30 MARKS

Answer ALL questions.

- 1) What are the challenges in international advertising?
- 2) How does monetary policy affect international marketing?
- 3) Describe the nature and scope of international marketing.
- 4) In a report produced for the European Commission, published in November 1998, it was argued that the EU lags behind the USA and Japan on most measure of international competitiveness. Gross domestic product per capita, sometimes used as an indicator of international competitiveness at the country level, was 33 per cent lower in the EU as a whole than in the USA and 13 per cent lower than in Japan. The EU's poor record in creating employment was singled out for particular criticism. As this appeared to apply across the board in most industrial sectors, it suggested that the EU's poor performance related to the business environment in general and, in particular, to the inflexibility of Europe's labour markets and excessive regulation in markets for goods and services. A shortage of risk capital for advanced technological development and high cost and inefficiency of Europe's financial services were also highlighted by the report. For one reason or another, European industries generally lag behind in technology industries. If measured by the number of inventions patented in at least two countries, the USA is well ahead of most European countries, as well as Japan. Despite these shortcomings, the report's authors focus attention on flexible markets, market liberalisation, and the creation of competitive business environment rather than on targeted intervention by the EU or national authorities.

Questions:

- a) Is gross domestic product per capita a useful indicator of international competitiveness in the EU?;
 - b) Is it fair to point the blame for the EU's poor international competitiveness at inflexible labour markets, regulated goods and services markets, and a general lack of competition?; What alternative explanations might be suggested?;
 - c) What appears to be the problem with the EU's banking sector?;
 - d) Is the number of patents registered a useful indicator of superior international competitiveness?; Why do you think the USA does well in this area?; and
 - e) Should the EU consider more targeted intervention in the form of subsidies or strategic trade policy?
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