

**(DBUS40)**

Total No. of Questions : 08]

[Total No. of Pages : 02

**M.B.A. DEGREE EXAMINATION, MAY – 2018**

**Third Year**

**D-INTERNATIONAL MANAGEMENT**

**International Business (Optional)**

**Time : 3 Hours**

**Maximum Marks :70**

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**SECTION - A**

**Answer any three questions.**

**(3 x 5 = 15)**

- Q1)** a) Product life cycle theory.  
b) Strategic planning.  
c) Multinational corporate culture.  
d) International production.  
e) Negotiations.  
f) Multilateral agreements.

**SECTION - B**

**Answer any three questions.**

**(3 x 15 = 45)**

- Q2)** Explain the role and process of International business.
- Q3)** Discuss comparative advantage theory of International trade.
- Q4)** Explain various strategic consideration of an MNC.
- Q5)** Discuss about International production and logistics.
- Q6)** Explain the role and objectives of IMF.
- Q7)** Explain the role of HRM in MNCs.

**SECTION - C**  
**(Compulsory)**

**(10)**

**Q8) 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 ports 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 some one (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 shows, 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 executives incharge of this divisions have little overseas experience. They have been promoted from domestic ports 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 global performance, but strategy is to focus on domestic. Most of the senior executives simply do not understand what happens over seas and really do not trust foreign executives even those in key Portions?"

Question:

Which company is truly Multinational? Why?



**(DBUS41)**

Total No. of Questions : 08]

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**M.B.A. DEGREE EXAMINATION, MAY – 2018**

**Third Year**

**D-INTERNATIONAL MANAGEMENT**

**International Financial Management (Optional)**

**Time : 3 Hours**

**Maximum Marks :70**

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**SECTION - A**

**Answer any three questions.**

**(3 x 5 = 15)**

- Q1)** a) Finance function in MNCs.  
b) Gold standard.  
c) Determination of spot exchange rate.  
d) International cash management.  
e) FEDAI  
f) NPV

**SECTION - B**

**Answer any three questions.**

**(3 x 15 = 45)**

- Q2)** Explain the monetary approach to BOP adjustments.
- Q3)** Do you agree that floating exchange rate regime is a better option than the fixed exchange rate regime? Explain.
- Q4)** What is accounting exposure? Explain various methods of translation in detail.
- Q5)** What do you understand by transaction exposure? How it arise?
- Q6)** What should be the shape of optimal receivables policy?
- Q7)** Explain the different modes of payment in international trade.

**SECTION - C**  
**(Compulsory)**

**(10)**

**Q8)** Case Study:

French importer has bought equipment from a US firm for US\$1 million on 1 March in the current year to be paid for in 3 months. The importer fears an appreciation of the US dollar. He decides to cover himself in the “Option market”. The information as follow:

Exchange Rate: FFr 5.00/US\$ or US\$0.20/FFr

Strike price: FFr 5.05/US\$

Maturity date: 1<sup>st</sup> June

Premium: 3 Percent

What type of option is involved? Explain how buyer will hedge his risk under “options contract” in various situations. i.e. under in-the-money, at-the-money and out-of-the money.



**(DBUS42)**

**Total No. of Questions : 08]**

**[Total No. of Pages : 02**

**M.B.A. DEGREE EXAMINATION, MAY – 2018**

**Third Year**

**D-INTERNATIONAL MANAGEMENT (Optional)**

**International Marketing**

**Time : 3 Hours**

**Maximum Marks :70**

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**SECTION - A**

**Answer any three questions.**

**(3 x 5 = 15)**

- Q1)** a) Nature of International Marketing.  
b) Monetary environment.  
c) FTZs  
d) International distribution and sales policy.  
e) Marketing segmentation in international business.  
f) International marketing planning.

**SECTION - B**

**Answer any three questions.**

**(3 x 15 = 45)**

- Q2)** Explain scope and size of International markets.  
**Q3)** Discuss the effect of socio-cultural environment on International business.  
**Q4)** Explain factors effecting International business under economic environment.  
**Q5)** Explain export documentation process in detail.  
**Q6)** What is transfer pricing? Explain various methods of fixing transfer price.  
**Q7)** Explain the role of International marketing research.

**SECTION - C**  
**(Compulsory)**

**(10)**

**Q8) Case Study:**

Women's individual sports, such as golf and tennis, have been successful for many years. The same cannot be said for team sports. At least three attempts have been made to establish women's basketball leagues. All have failed. So, why would anyone try again?

Because the marketing environment has changed.

Women's collegiate sports programs have expanded tremendously in recent years. This has produced a new generation of women athletes and fans. And, the stunning success of women athletes at the 1996 Summer Olympic Games in Atlanta added to this interest. The result is the formation of four new women's professional leagues being formed since the Olympics.

One is the Women's National Basketball Association (WNBA). The tip-off of the WNBA will be in June 1997. The league will consist of eight teams operated by NBA teams in eight cities. The Western Conference includes the Los Angeles Lakers, Phoenix Suns, Sacramento Kings, and Utah Jazz. The Eastern Conference teams are the Charlotte Hornets, Cleveland Cavaliers, Houston Rockets, and New York Knicks. The season begins after the NBA playoffs in June and concludes with a championship game on August 30.

The WNBA is working hard to make the new league a success. It will advertise during the NBA's regular season and playoff games. NBC, ESPN, and Lifetime Television will each show one game each week. Four inaugural sponsors have been secured: Lee Jeans, Champion, Anheuser-Busch, and Spalding Sports Worldwide. Other sponsors will be added in the future. The sponsorship package includes advertising during televised games and in WNBA print media, signage in each arena, player appearances, and exclusive rights to the WNBA logo. Each company will develop its own marketing campaign around the sponsorship package.

Even with all of this marketing effort, everyone expects it to take time to get the WNBA firmly established. Estimates are that initial attendance will average about 4,000 per game. This is obviously well below the many thousands of fans that attend most NBA games. As suggested by Brian Donlon, vice president of new media and public affairs for Lifetime Television: "this is a slow build. While there has been an explosion in the interest in women's sports, we are looking at this as something we are in for the long haul."

Questions:

- a) What trends in the marketing environment represent opportunities for the WNBA?
- b) What trends in the marketing environment represent threats to the WNBA?
- c) Why would companies such as Lee Jeans, Champion, Anheuser-Busch, and Spalding Sports Worldwide want to be sponsors of the WNBA?
- d) What is your assessment of the marketing strategy for the WNBA? What ideas do you have to improve the marketing strategy?

