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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Second Semester, Master of Business Administration (MBA)

Semester End Examination; May / June - 2019

International Business Management

Time: 3 hrs

Max. Marks: 100

Note: Answer all FOUR full questions from PART - A and PART - B (Case study) is compulsory.

PART - A

- 1 a. Define Globalization. Globalization has favored the developing countries than the developed countries, comment. 10
- b. Explain the following : 10
- i) Collectivism and Individualism ii) Democracy and Totalitarianism

OR

- 2 a. Explain the role culture plays in international business. 10
- b. Discuss the roots of unethical practices in international practices. What is the impact of unethical practices on international practices? 10
- 3 a. Explain Mercantilism. Mercantilism has no place in modern business world, discuss. 10
- b. Discuss Ricardian model and Heckscher-Ohlin theory. 10

OR

- 4 a. Explain the role of subsidies, import quotas, voluntary export restraints on international business. 10
- b. Discuss the roles and responsibilities of WTO. 10
- 5 a. What are the advantages and disadvantages of regional trade unions? 10
- b. Explain the ASEAN. Critically comment on the contributions of ASEAN in the development of ASEAN nations. 10

OR

- 6 a. Explain the different theories of exchange rate of determination. 10
- b. Throw light on the area of operations of IMF. 10
- 7 a. Explain the different entry strategies to international markets. 10
- b. Explain the global standardization and localization strategies with suitable example 10

OR

8. Write short notes on the following : 20
- i) Investor psychology and Band wagon effects
- ii) The firm as a value chain

PART - B (Case study - Compulsory)

9. Ramadurga is a tier II city in India. The city has been prospering economically as a youth of the city are able to get good paying jobs in the nearby Tier I city. The financial prosperity has changed the life of the people of Ramadurga to a large extent. Over the years the city is experience different set of challenges that were unheard of a couple of decades back. The city now has very few or no youth left and most of the residents are either middle aged or old. The elderly in the city are now cursing the MNCs and Globalization for the demographic change that has taken place in the city and feel that the culture and tradition followed in the city for generations would all vanish if the trend continues for few more years.

Questions:

- a. Do you think Globalization can impact the demography and culture of a place? 10
- b. What could be done to restore the depleting culture of a place due to globalization? 10

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