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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; October -2022

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.

Q. No.	Questions	Marks	BLs	COs
	<b>PART - A</b>	<b>10</b>		
1 a.	Define Globalization. What is the production of globalization? Explain.	10	L1	CO1
b.	Illustrate the difference between domestic and global business.	10	L3	CO2
	<b>OR</b>			
2 a.	Analyze the determinants of economic development.	10	L4	CO2
b.	Investigate about the ethical issues in international business.	10	L4	CO2
3 a.	Elaborate briefly about culture, value, norms.	10	L5	CO3
b.	Outline the determinants of culture, social structure individual and group.	10	L4	CO2
	<b>OR</b>			
4 a.	Define a trade theory. What are patterns used for international trade?	10	L1	CO1
b.	Explain briefly mercantilism, absolute advantage and comparative advantage.	10	L2	CO2
5 a.	Execute the product life cycle theory, new trade theory, porter's diamond factors?	10	L3	CO3
b.	What is world trade organization? Explain its functions.	10	L1	CO1
	<b>OR</b>			
6 a.	Demonstrate the political structure of European Union. What are its effects?	10	L2	CO2
b.	Recognize the function of foreign exchange market. How currency conversion take place in foreign.	10	L2	CO2
7 a.	Illustrate the gold standard? What are the advantages of gold Standard? Write the role of World Bank.	10	L2	CO1
b.	Analyze the advantage and disadvantage of licensing and franchising.	10	L5	CO3
	<b>OR</b>			
8 a.	Formulate the advantages and disadvantages of franchising for the franchising.	10	L4	CO3
b.	Write a short note on:			
	i) Subsidies	10	L5	CO3
	ii) Antidumping			

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**PART - B (Case Study Compulsory)****9. Identify the Global Standardization Strategy used in international Business.**

Battered by competition from the sweeter Pepsi-cola, Coca-Cola decided in 1985 replace its old formula a sweeter variation, dubbed the "New Coke". Coca-Cola spent 4 million dollars on the market research.

Blind taste tests showed that Coke drinkers preferred the new, sweet formula, but the launch of new Coke provoked a national uproar. Market Research had measured to taste but had failed to measure the emotional attachment consumers had to Coca-Cola. There were angry letters, formal protests and even lawsuit, threats, to force the retention of "The Real Thing". Ten weeks later, the company withdrew the New Coke and re-introduced its century-old formula as "Classical Coke", giving the old formula even stronger status in the marketplace,

**Questions:**

- |  |    |    |     |
|--|----|----|-----|
| a. Managers try to stimulate sales by modifying the four-Ps-Analyze.       | 10 | L4 | CO3 |
| b. Customers are not always willing to accept an improved product-Comment. | 10 | L2 | CO2 |

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