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

*(An Autonomous Institution affiliated to VTU, Belgaum)*

**Second Semester - Master of Business Administration (MBA)**

**Semester End Examination; June - 2016**

**International Business Management**

*Time: 3 hrs*

*Max. Marks: 100*

*Note: Answer any FOUR full questions from PART - A and PART - B (Case Study) is compulsory.*

**PART - A**

- 1 a. Narrate the role of global institutions in international business. 10  
 b. "A Strong and stable political system plays a crucial role in economic growth" – Discuss. 10

**OR**

- 2 a. "Globalization is a boon for trade and investments"- Discuss. 10  
 b. "Globalization is a bane, due to international ethics and poor infrastructure in poor countries" – Discuss. 10  
 3 a. Illustrate the different forms of economies. 10  
 b. Discuss the purpose of 'Trade barriers' by any economy. 10

**OR**

- 4 a. Illustrate the legal and illegal mechanism of public action and consumption of property holders. 10  
 b. Discuss the cross-cultural challenges in International business environment. 10  
 5 a. Explain the principles and role of world Trade organization 10  
 b. Explain with a diagram, Michael porter's Diamond model for competitive advantage of nations. 10

**OR**

- 6 a. Name and explain the long term and short term factors determining exchange rates. 10  
 b. Explain in detail – "European Union" 10  
 7 a. Explain with the help of a diagram the process involved in internationalism of a firm. 10  
 b. What are the drivers (or) dimensions of globalization? Explain in detail. 10

**OR**

- 8 a. Explain the various modes of entry in international business. 10  
 b. Explain the different forms of foreign investments in international business. 10

**PART - B****9. Case Study: (Compulsory)**

A leading processing company had problems in production after it built a pineapple cannery at the delta or a river in Mexico.

The firm built the pineapple plantation upstream and planned to barge the ripe fruit down streams for canning. Load them directly on ocean liners and ship them to the firms various markets. When the pineapples were ripe, the company found itself in trouble.

Crop maturity coincided with the flood state of the river. The current in the river during this period was far too strong to permit the back Rauling of barges upstream. The plan for transporting the fruits on barges could not be implemented.

With no alternative means of transport, the company was forced to close its operations. The new equipment was sold for 5% less of the original cost to another group that immediately relocated the company. A seemingly harmless oversight of weather and navigations was the primary cause for major losses to the company.

**Questions:**

- a. Identify the problems involved in the case and give suitable solution to solve them. 5
- b. As a marketing executive. Suggest ways to prevent losses. 5
- c. What are the difficulties in marketing of fruits in the Global Market? 5
- d. "The company was forced to close its operations": Explain with reasons. 5

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