

mmc 518.

	Sanjay Ghodawat University, Kolhapur		2018-19
	Established as State Private University under Govt. of Maharashtra. Act No XL, 2017		
Year and Program 2018-19, MBA	School Of Commerce & Management	Department : MBA	
Course Code MMC516 Saturday	Course Title : Introduction to International Business	Semester – Even	
Day and Date 01/06/2019	End Semester Examination	Time: 3 hrs, Max Marks: 100	

Instructions:

1) All Questions are compulsory.

10:30 am to 1:30 pm.

		Marks	COs	Blooms Level
Q.1	Answer the following			
a)	Discuss Ethnocentric approach and Geocentric approach along with suitable examples.	10	CO1	L2
b)	Imagine that you are the Vice President of a domestic firm which is not very keen to go international despite good business opportunities overseas. Write a detailed note to the President of the Company explaining the advantages to the company if it enters international business and markets.	10	CO1	L3
	OR			
b)	Demonstrate any one MNC and its various stages of internationalization.	10	CO1	L3
Q.2	Answer the following			
a)	Carry out a PESTLE analysis of I-Phone.	10	CO2	L4
b)	International firms must consider few cultural factors when doing business in Asia. Analyze various factors in detail using examples of countries like India and China.	10	CO2	L4
	OR			
b)	Outline the elements of political risks. Why is it important for International Business manager to be aware of political developments globally?	10	CO2	L3

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- Q.3 Answer the following
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|----|--|----|-----|----|
| a) | India has raised import duties on more than 40 items, ranging from auto parts and toys to candles and furniture, in order to protect uncompetitive small businesses and create jobs in labor-intensive industries. Do you agree with this reform? Carry out the detail benefits and drawbacks of such reforms. | 10 | CO3 | L3 |
| OR | | | | |
| a) | Demonstrate various benefits of Attracting FDI considering India's future growth prospects. | 10 | CO3 | L3 |
- Q.4 Answer the following
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|----|---|----|-----|----|
| a) | Discuss the problems of FDI in India. | 10 | CO3 | L2 |
| b) | Differentiate between Licensing and Franchising. | 10 | CO3 | L4 |
| c) | Discuss the Formation and Objectives of SAARC. | 10 | CO4 | L2 |
| OR | | | | |
| c) | Critically evaluate the impact of Trade barriers on global trade. | 10 | CO4 | L5 |
- Q.5 Answer the following
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|----|--|----|-----|----|
| a) | Considering that you are the owner of a soft drink company that is well renowned in the western region. After considering opportunities you decide to enter in the East/Asian region. Create a detailed strategy of which mode of entry you think is suitable for your company. And Why? | 10 | CO4 | L6 |
| b) | Carry out a Country Risk Analysis of India using check list method. You can consider various financial and political factors and assume their weightages & ratings. List out the benefit of country risk analysis. | 10 | CO4 | L3 |

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