

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)

**MBA II Year II Semester (R16) Supplementary End Semester Examinations – MAR 2021**  
**INTERNATIONAL BUSINESS**

Time: 3Hrs

Max Marks: 50

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

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|--|---|------|
| Q.1(A)   | What is Globalization? Explain drivers of Globalization.  | 8 M  |
| <b>OR</b>  |   |      |
| Q.1(B)   | Compare Comparative and Absolute advantage theory in International trade  | 8 M  |
| <hr/>  |   |      |
| Q.2(A)   | Discuss the currency risk impacts on international trade.   | 8 M  |
| <b>OR</b>  |   |      |
| Q.2(B)   | Examine the foreign exchange market mechanism in detail.  | 8 M  |
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| Q.3(A)   | “World trade organization is the third pillar of the global business”. Explain                                  | 8 M  |
| <b>OR</b>  |   |      |
| Q.3(B)   | Discuss the role of trade blocks in promoting international trade in the Asian region with suitable examples.   | 8 M  |
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| Q.4(A)   | Write a brief on how marketing strategies are linked to different stages of a products life cycle.              | 8 M  |
| <b>OR</b>  |   |      |
| Q.4(B)   | What is Human Resource management? Explain in detail the functions and strategies of human resource management. | 8 M  |
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| Q.5(A)   | Discuss the objectives of economic zones in the context of international business.                              | 8 M  |
| <b>OR</b>  |   |      |
| Q.5(B)   | Examine the significance of foreign trade zones.  | 8 M  |
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| Q.6  | <b>Case Study</b>   | 10 M |
| <p>An Indian Multinational Company, namely known as SKK Global Company exports its garments to South American, North American and European Countries. The total exports are 80 % over the total sales of the company. Out of the exports to the said continents, the composition of sales is 40 % South America, 50 % North America and remaining 10 % to Europe. Unfortunately, the aftermath effect of American Crisis, Sales of the company started declining in North and South America. Interestingly the sales volumes are started to increase in Europe in a significant manner. During the last quarter, the sales from Europe over the total were 30 %. Despite the fact that South and North Americas potentiality, the company is planning to move to Europe market in a greater way.</p> |   |      |
| <b>Questions:</b>  |   |      |
| 1) Discuss and examine the plan of the company.  |   |      |
| 2) Suggest the company a good Business Model for great Success.  |   |      |

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