



Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA (IB) (Sem.-3)

MULTILATERAL TRADE AGREEMENTS AND REGULATIONS

Subject Code : MBA-IB-305

M.Code : 70768

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX Questions carrying FIVE marks each and students has to attempt any FOUR Questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO Questions carrying EIGHT marks each and student has to attempt any ONE Question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying EIGHT marks.

SECTION-A

Write briefly :

- 1) How is trade distorted?
- 2) Describe the concept of law and how it is different from Provisions?
- 3) What is the objective of SPS agreement?
- 4) Comment on Reconciliation and Arbitration.
- 5) What kinds of subsidies are there?
- 6) What is intellectual property right?

SECTION-B

UNIT-I

- 7) What is the Direction and Composition of International Trade? Comment on "*Trade as an Engine of Growth*".
- 8) Discuss the structure and decision making in NAFTA, ASEAN and MERCOSUR.



UNIT-II

- 9) What are the Objectives, Functions of WTO for the International Business? Highlight the Progress of WTO in the last decade.
- 10) Explain the Tariff and Non-Tariff barriers. What are the implications for WTO members?

UNIT-III

- 11) Discuss the International law for Sales of Goods and how it is different from domestic law?
- 12) Describe the International Treaties and International Mercantile Customs and Usages. What are the rules on international Sale of Goods?

UNIT-IV

- 13) Put a light on the Intellectual Property and describe the WIPO, Patents, Copyright and Industrial Designs.
- 14) What is the role of WTO, Indian Patent office, Geographical Indications and Trade Secrets for International Business?

SECTION-C

15) CASE STUDY :

Mahindra & Mahindra (M & M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 1998-1999 to 2000-2001.

M & M has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad.

M & M has a 100 per cent subsidiary in USA, Mahindra USA, with a strong network of 100 dealers. Mahindra has a five per cent market share in the US market in the 20-30 horse power (HP) range.



As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MoU) with the Korean tractor major Tong Yang, a part of the \$ 2 billion Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25-40 hp range) and sell them around the world under the M & M brand name. To start with, the premium range of tractors will be sold in the US.

M & M's current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang's tractors have a must for a strong presence in the US market.

Questions :

- What are the advantages and disadvantages of global sourcing?
- How will the foreign market expansion help M & M?
- How does the strategic alliance with Tong Yang benefit M & M?
- What are the possible risks of the alliance? How can they be overcome/ minimized?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

