

(DBUS40)

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M.B.A. DEGREE EXAMINATION, MAY – 2018

Third Year

D-INTERNATIONAL MANAGEMENT

International Business (Optional)

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any three questions.

(3 x 5 = 15)

- Q1)** a) Product life cycle theory.
b) Strategic planning.
c) Multinational corporate culture.
d) International production.
e) Negotiations.
f) Multilateral agreements.

SECTION - B

Answer any three questions.

(3 x 15 = 45)

- Q2)** Explain the role and process of International business.
- Q3)** Discuss comparative advantage theory of International trade.
- Q4)** Explain various strategic consideration of an MNC.
- Q5)** Discuss about International production and logistics.
- Q6)** Explain the role and objectives of IMF.
- Q7)** Explain the role of HRM in MNCs.

SECTION - C
(Compulsory)

(10)

Q8) Case Study:

Two Senior executives of world's largest firms with extensive holdings outside the home country speak. Company A: "We are a multinational firm. We distribute our products in about 100 countries. We manufacture in over 17 countries and do research and development in three countries. We look at all new investment projects both domestic and overseas using exactly the same criteria".

The execution from company A continues, "of course the most of the key ports in our subsidiaries are held by home country nationals. Whenever replacements for these men are sought, it is the practice, if not the policy, to look next to you at the lead office and pick some one (usually a home country national) you know and trust".

Company B: "We are multinational firm. Our product division executives have Worldwide profit responsibility. As our organizational chart shows, the united states is just one region on a par with Europe, Latin America, Africa etc, in each division".

The executive from Company B goes on to explain, "the Worldwide Product division Concept is rather difficult to implement. The senior executives incharge of this divisions have little overseas experience. They have been promoted from domestic ports and tend to view foreign Consumers needs as really basically the same as ours. Also, product division executives tend to focus on domestic market because it generates more revenue than foreign market. The rewards are for global performance, but strategy is to focus on domestic. Most of the senior executives simply do not understand what happens over seas and really do not trust foreign executives even those in key Portions?"

Question:

Which company is truly Multinational? Why?

