**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session: 8-12-2022 (9 AM)

**B.COM – III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**BC3322: International Business**

**Time: 2 Hours Max Marks: 60**

**This paper contains \_\_\_2\_\_\_ printed pages and \_\_4\_\_\_ parts**

**Section A**

I. Answer any **five** of the following  **(5 X 3 = 15marks)**

1. What are the levels of economic integration
2. State any six objectives of WTO.
3. What are uncontrollable forces? With suitable examples.
4. Highlight benefits of exports to companies.
5. Give the meaning of repatriation and state any two challenges.
6. Give the meaning of De-globalization and Co-opetition.

**Section B**

II. Answer any **two** of the following **(2 x 5 = 10marks)**

1. Differentiate between outsourcing and offshoring.
2. Briefly explain the international organisation models.
3. Discuss the phases in evolution of international trade.

**Section C**

III. Answer any **two** of the following **(2 x 10 = 20 marks)**

1. Discuss various modes of entry into international business**.**
2. What is business environment? Explain the various components of the Micro environment in International Business.
3. Identify and explain the role and functions of EXIM bank in promotion of international trade.

**Section D**

IV **Answer the following (1 X 15 = 15 marks)**

1. Mr. Ramana Kote was working in TELCO as human resource manager in Pune. He was selected by Coca-Cola as its regional manager in 1998 and later shifted him to its corporate office in New Delhi. Mr. Ramana and his family members are very happy for his quick promotions in Coca-Cola. Mrs. Sarala Devi is Mr. Ramana's wife. She strongly believes in Indian culture and the single career group. As such, she is a housewife and takes care of children and her husband.

Mr. Ramana Kote has been innovative in formulating the number of performance appraisal programmes, cross-cultural training and compensation packages. He is also strong in conceptual knowledge. The corporate management of the company was impressed with his skills and abilities and transferred him to its headquarters in the USA.

Mr. Kote, his wife and two female children felt very happy regarding the US job. Mr. Kote and his family members landed in the USA in March 2000. The company provided housing, medical and conveyance facilities to Mr. Kote and his family for three months, i.e., up to July 2000.

Mr. Kote likes his new job as it is highly challenging and rewarding. In addition, he has been interacting with the employees of different countries and the top executives. The family members were excited with the facilities, culture and the people initially.

Mr. Kote has been busy with his work at the office and could not spend time with the family members as he was spending time with them in New Delhi and Pune. Consequently, Mrs. Sarala was forced to spend most of her time in isolation as no one in the USA spends their time for others as it happens in India. She could not adjust with this cultural aspect of the USA in her late 40s. She forced her husband to leave the job and the country.

**Questions:**

1. With reference to the above case explain the criteria for expatriate selection.  
    **(12 Marks)**
2. Mention the mistakes committed by Coca-Cola in the selection of Mr. kote   
   **(3 Marks)**