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

**B.Com–VI SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**BCIFA 6519: International Business**

**(For current batch students only)**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains two printed pages and four parts**

**Section -A**

I. Answer any **five** of the following  **(5 X 2 = 10marks)**

1. State any four objectives of WTO.
2. What are the types of FOREX rates?
3. What is the polycentric approach of International Business.
4. Highlight benefits of exports to companies.
5. Differentiate between outsourcing and offshoring
6. Give the meaning of De-globalization.

**Section-B**

II. Answer any **three** of the following **(3 x 5 = 15marks)**

1. Discuss the reasons for Internationalization.
2. Explain the Micro environment of International Marketing.
3. Elaborate the Scope of IHRM.
4. Briefly explain the pitfalls of globalization.

**Section-C**

III. Answer any **two** of the following **(2 x 15 = 30 marks)**

1. Discuss various modes of entry into international business.
2. What is business environment? Explain the various components of Macro environment in International Business.
3. A. What is EXIM bank? List out its functions.
4. Examine the highlights and expectations from the Foreign Trade Policy in India. (7+8)

**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 has been 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 is 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 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 at 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)**

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