

**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & Session

 **MCOM– I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**MCO7320: INTERNATIONAL BUSINESS**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 50**

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

**PART A**

**Answer any TWO questions. Each question carries five marks (2 x 5=10 marks)**

1. Briefly discuss the levels of Economic integration between nations in International Business?
2. State the reasons for internationalization.
3. What are the sources of global recruitment?

**PART B**

**Answer any TWO questions. Each question carries fifteen marks. (2 x 15 =30 marks)**

1. A) State the tariff and non- tariff barriers of International trade. (7)

B) What are the reasons for expat failure and the ways of avoiding expat failure? (8)

1. Identify and comment on the mode of entry adopted to do international business in the following cases:
	1. Marriott International has announced plans to open 30 new hotels and more than 5000 rooms in Africa by 2024.
	2. Jewar Airport is being developed by Swiss company Zurich Airport International. Once it is fully developed, the airport will be handed over to the local authorities to operate.
	3. Walt Disney granting McDonalds a license for McDonalds to co-brand McDonalds Happy Meals with a Disney trademarked character.
	4. Uber’s partnership with Spotify lets Uber riders easily stream their Spotify playlists whenever they take a ride.
	5. Android gave Google the mobile operating system (OS) it needed to compete with the likes of Apple and Microsoft in the growing mobile market, and expand their reach far beyond desktops.
2. “Globalization feels like a runaway train, out of control”, Gordon Brown. What impact does globalisation have on the Indian economy?

**PART C**

 **Answer the following compulsory question. (1x10=10 marks)**

1. Since the 90’ the business has changed deeply. Something close to a “Revolution” happened and moved from traditional business in brick-and-mortar shops to a massive and digitized business: the e-commerce. One of the main stakeholders in this revolution is Amazon. Today, Internet sales have become essential and so is Amazon. Amazon is an American company with its headquarters in Seattle, WA. Amazon, created and lead by Jeffrey P. Bezos (Jeff Bezos for short) since 1994, is today one of “the big 5” or GAFAM (Google, Apple, Facebook, Amazon, Microsoft). Amazon is like an octopus that grows up quickly in the world with a presence across North America, Europe and Asia-Pacific.

Amazon shows some attractive performances with a turnover multiplied by two in four years and a share price multiplied by three over the same period. However, some other signs raise questions, like the huge increase of the number of employees, or doubts, like the turnover per employee in constant decrease since 2004.More recently, Amazon shares lost half their value in 2022, the worst year for shareholders since the dot-com crash in 2000. The latest wave of layoffs, which is poised to be largest round of cuts in Amazon's history, follow more than a decade of unbridled growth and massive expansion in the company's network of fulfilment centres.

With this background, you are required to carry out PESTEL analysis for Amazon.com.

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