

Register Number:

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

**M.Com – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2021**

**(Examination conducted in February-March 2022)**

**MCO 7320: International Business**

**Time: 2 ½ Hours Max Marks: 70**

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

**Section A**

**I Answer any ten of the following (10 X 2 = 20 marks)**

1. Define international marketing intelligence
2. What is the purpose of anti-dumping measures?
3. Enlist the methods of CCT programs
4. Why should MNCs study cross-cultural environment?
5. Give the meaning of deglobalization
6. What are the reasons for Brexit?
7. Differentiate Outsourcing and Offshoring
8. Define international licensing
9. State the framework of studying micro and macro environment
10. What is repatriation?
11. Define IHRM
12. What is Domestic Transfer Pricing?

**Section B**

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

1. Briefly explain the purpose of environmental scanning
2. Analyse the essential conditions of globalisation
3. Outline the steps in designing effective training programs for international jobs
4. Highlight the factors affecting choice of entry method into international business
5. Write an analytical note on EPRG framework

**Section C**

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

1. Elucidate reasons for expatriate failure and ways of avoiding expatriate failure
2. What is economic integration? Describe levels of economic integration
3. Discuss economic environment of international business

**Section D**

**IV** **Compulsory Question (1 X 15 = 15 marks)**

Assume you are an established marketer of two wheelers in India, with a strong product portfolio and an efficient R&D. Now you are contemplating to expand your operation to international markets. You have short listed three countries, this includes Pakistan, Bangladesh and Srilanka. The bet is that a pickup in the global economy will fuel demand for these countries’ commodity exports, drive an expansion of middle-class consumption and help them shore up fiscal accounts. The governments of these countries are working towards creating an environment that is more business-friendly and efficient for foreign investors. The positive factors backing these countries economic growth are its favourable demographics, rising consumerism, low oil prices, a pro-active government. The outlook for the countries remains positive, but the government needs to fulfill its promises to keep the momentum going. Automobile, being the leader in product and process technologies of the manufacturing sector, has been recognized as one of the major drivers of economic growth. Additionally, every year, many rural areas and Tier-III cities are progressing to a higher status, opening immense growth opportunities for the two- wheeler industry. With this background answer the following questions.

1. Briefly explain the determinants of market selection? [5M]
2. Answer the following questions [5M]
	1. Out of the three countries, which country would you select & why?
	2. Which method of entry would you select & why?
3. Enlist 10 factors you would consider before entering the market [5M]

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