Your Roll No.

Sl. No.6523

Unique Paper Code: 2924000027/2924001207

Name of the Paper: Introduction to international business

Name of the Course: Generic Elective

Semester: IV

Duration: 3 Hours | Maximum Marks: 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt any five questions.
3. All questions carry equal marks.
4. Attempt all parts of a question together.

Q1. (a) Explain the concept of internationalization. Discuss the different orientations of firms in the process of international expansion. (9)

(b) An Indian electric vehicle manufacturer is planning to enter the markets of Indonesia and Vietnam. Evaluate the factors that should influence its choice of entry mode and recommend the most suitable option. (9)

Q2. (a) Critically evaluate the relevance of the Factor Proportions Theory in explaining present-day international trade patterns. (9)

(b) A country imposes higher tariffs and import quotas on foreign steel products to protect its domestic industry. Analyse the likely impact of these measures on consumers, domestic producers and international trade relations. (9)

Q3. (a) How do changes in the economic environment of a country influence international business decisions? Illustrate your answer with suitable examples. (9)

(b) A multinational retail company faces consumer resistance after launching a standardized advertising campaign in a culturally diverse foreign market. Explain how cultural factors affect international business operations and suggest corrective measures. (9)

Q4. (a) Differentiate between Greenfield Investment and Mergers & Acquisitions as forms of Foreign Direct Investment. Under what circumstances would a multinational company prefer one over the other? (9)

(b) A multinational company plans to establish operations in a country experiencing frequent policy changes and regulatory uncertainty. Examine the role of political and legal systems in assessing the attractiveness of the market and recommend strategies to manage such risks. (9)

Q5. (a) Exchange rate volatility has increased significantly in recent years. Analyse its implications for exporters, importers and multinational corporations. (9)

(b) A multinational corporation operating in several countries is experiencing difficulties in coordinating activities between its headquarters and foreign subsidiaries. Examine the challenges involved in managing international operations and suggest measures to achieve an appropriate balance between global integration and local responsiveness. (9)

Q6. Write short notes on any THREE of the following:

(a) Product Life Cycle Theory and its relevance to international trade

(b) Contemporary challenges of sustainable development in international business

(c) Benefits and limitations of outsourcing for emerging economies

(d) Theory of National Competitive Advantage

(6 × 3 = 18)

300