



Fourth Semester MBA Degree Examination, Dec.2024/Jan.2025
International Business

Time: _____ hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
 2. Question No. 8 is compulsory.
 3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Mention the characteristics of International Business.	3	L1	CO1
	b.	Describe the role of Ethics in International Business.	7	L2	CO2
	c.	What is CSR? Explain CSR policy followed by International company of your choice.	10	L3	CO2
Q.2	a.	Describe the present political environment of India for the growth of International Business.	3	L1	CO2
	b.	Explain the features of Global capital market.	7	L2	CO3
	c.	Explain Porter's National competitive advantage theory and its implication in the present global era.	10	L2	CO3
Q.3	a.	What is Internationalization process? Explain with an example.	3	L1	CO1
	b.	What are the challenges faced by International Business?	7	L2	CO1
	c.	How legal environment of the Country can impact International Business? Explain.	10	L3	CO2
Q.4	a.	Mention the advantages and disadvantages of MNC's in Indian context.	3	L1	CO1
	b.	Explain the features of TRIMS , TRIPS.	7	L2	CO4
	c.	Write the meaning of Global competitiveness. Explain the indicators of Global competitiveness.	10	L3	CO5
Q.5	a.	Define the role and objectives of IMF.	3	L1	CO4
	b.	Enumerate the organizational structure of MNC's in India.	7	L2	CO5
	c.	Write a note on recent trade policy sanctioned by SAARC to enhance the economic integration among the neighbour countries.	10	L3	CO4

Q.6	a. Showcase product life cycle theory in diagram, with an example.	3	L1	CO4
	b. Explain the different factors to be considered for International marketing strategies.	7	L2	CO6
	c. Explain the theory of Absolute cost advantage , Comparative cost advantage theory.	10	L3	CO4
Q.7	a. Depict the components of the International Environment in a diagram.	3	L1	CO1
	b. Explain the functions of IHRM and International marketing.	7	L2	CO6
	c. Explain the different modes of entry into International Business. Give an example for each mode of entry.	10	L2	CO1
Q.8	<p>CASE STUDY :</p> <p style="text-align: center;">SAMSUNG ELECTRONICS CO., LTD.</p> <p><u>Back ground :</u></p> <p>Samsung Electronics Co. Ltd., founded in 1969, is a South Korean MNC renowned for its diverse product port folio, which included consumer electronics, IT and mobile communications and device solutions. Samsung is recognized for its innovation in technology , including breakthroughs in semiconductors manufacturing , display technology and mobile devices. With a presence in over 80 countries and market leadership position in several segments, Samsung is a Global technology power house.</p> <p>Key facts :</p> <ul style="list-style-type: none"> * Head quarters : Suwon , South Korea. * Revenue (2023) : Approximately \$ 290 Billion. * Employees : Over 3,000,000 Globally * Major products : Smart phones , tables , TV's , Home appliances , Semi conductors and displays. <p>Strategic Analysis :</p> <ol style="list-style-type: none"> 1] Innovation and Technology leadership : <ul style="list-style-type: none"> * Investment in R & D : Heavily investing in research and development with significant expenditure aimed at advancing technology in their products. * Technological advancement : Notable innovation include the development of OLED display , 5 G tech & advanced semiconductor solutions. 2] Global manufacturing and Supply chain : <ul style="list-style-type: none"> * Manufacturing Network : Operates in numerous manufacturing plants Worldwide, including in South Korea , Vietnam , China , India. * Vertical Integration : The Company controls various stages of its supply chain from semi conductor production to final product assembly. 			

- 3] Market strategy :
- * Diversification : Samsung's product portfolio spans multiple categories, reducing dependence on any single market strategy.
 - * Local adaptation : Tailors products and marketing strategies to regional preferences and requirements.
- 4] Competitive Landscape :
- * Major competitors : Apple, Huawei , Xiaomi and LG are significant competitors, each challenging Samsung's market position.
 - * Market share : Samsung is a leading player in Global Smart phone market and a key competitor in Consumer electronics and semi conductor sectors.
- 5] Challenges :
- * Intellectual property issues : Involved in multiple disputes on patent notable with Apple & impacted financial & market strategy.
 - * Regulatory Compliance : Complex & costly regulations specially cross borders.
 - * Supply chain risk : Global supply chain risk associated with production and distribution.

Questions :

a.	What strategic advantage does Samsung gain from heavy investment in R & D.	5	L3	CO5
b.	How does Samsung's Global manufacturing contribute to its competitive advantage?	5	L3	CO5
c.	Analyse the impact of Vertical integration on Samsung business operations & Competitive strategy.	5	L3	CO5
d.	What are challenges faced by Samsung & Evaluate Samsung approach to local market adaptation to meet its Global competitiveness.	5	L3	CO5

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