

R-3173

Sub. Code

652203

M.B.A. (IB) DEGREE EXAMINATION, APRIL 2019

Second Semester

International Business

GLOBAL BUSINESS COMMUNICATION

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

All questions carry equal marks.

1. What do you mean by Facsimile?
2. Narrate the role of Cliches in business communication.
3. Distinguish between letter and memo proposal.
4. Write about transmittal document.
5. What is commercial risk global business?

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

All questions carry equal marks.

6. (a) Discuss the role of electronic technology in global communication.

Or

- (b) Explain the characteristics of ethical communication.

7. (a) Write a short note on:
(i) Regional Niches
(ii) Global Nuances
(iii) Maxims
(iv) Axioms.

Or

- (b) Powerful beginning and effective closing are the important elements of business communication. Justify.

8. (a) Elucidate the various types of reports.

Or

- (b) 'Messages in business can be classified as Positive, Negative, Neutral and Persuasive'. Explain.

9. (a) Describe the essential of a good business letter.

Or

- (b) What are the typical components of a business report? Explain.

10. (a) What is letter of credit? Distinguish between export L/C and Import L/C.

Or

- (b) Discuss the various stages of writing Status-enquiry letter.

Part C

(1 × 10 = 10)

Compulsory

11. Assume that you are the President of a company manufacturing toys. Prepare the outline for a business presentation on your company's expansion plans to your bankers.

R-3174

Sub. Code

652205

M.B.A.(IB) DEGREE EXAMINATION, APRIL 2019

Second Semester

International Business

EX-IM MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is certificate of origin?
2. Explain the main difference between letter of credit and bank guarantees.
3. Write a note on deemed export?
4. What is Cenvat Credit?
5. Write a note on Commodity boards.

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Describe the sequential procedure followed in opening a letter of credit with the help of a flow chart.

Or

- (b) Describe various kinds of letter of credit.

7. (a) Briefly explain about the Bill of Lading and the Bills of Exchange.

Or

- (b) Write a detail note on quality and pre-shipment inspection.

8. (a) Briefly explain the salient features of Duty Free Import Authorization scheme.

Or

- (b) Discuss the general provisions regarding exports as per recent Foreign Trade Policy.

9. (a) Write a detail note on Special Economic Zone.

Or

- (b) Briefly explain export promotion capital goods scheme as per recent Foreign Trade Policy.

10. (a) Describe various functions of the Export Promotion Councils.

Or

- (b) State the role of ECGC in export financing.

Part C (1 × 10 = 10)

Compulsory

11. Briefly discuss about the two new schemes introduced in recent Foreign Trade Policy in India.

R-3175

Sub. Code

652206

M.B.A. (IB) DEGREE EXAMINATION, APRIL 2019

Second Semester

International Business

ENTREPRENEURSHIP DEVELOPMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What do you mean by entrepreneurship?
2. What do you think about entrepreneurial environment in India?
3. What is NIMSME?
4. List any two government schemes for entrepreneurship.
5. What is a project proposal report?

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain in detail about the importance of risk taking and innovation in entrepreneurship.

Or

- (b) Discuss in detail about the concept and relevance of entrepreneurship.

7. (a) Elaborate the internal and external forces conditioning entrepreneurship.

Or

- (b) Explain in detail about the entrepreneurship development programs and discuss its need.

8. (a) Enumerate the functions of National Institute of Entrepreneurship and Small Business Development.

Or

- (b) Describe the role of TIIC, SIPCOT and SIDCO.

9. (a) Enumerate the Micro & Small Enterprises Cluster Development Program (MSE-CDP).

Or

- (b) Explain the differential rate of schemes offered by banks.

10. (a) Explain the procedure for preparing the project proposal and report.

Or

- (b) Discuss in detail about the knowledge of competition and strategy for dealing with competition.

Part C (1 × 10 = 10)

Compulsory

11. Read the following case and answer the questions given at the end:

Jessy and Catherine were very close friends since school days, accompanying each other not only to the library but also to health gym every evening. In fact, there would

always be a competitive spirit among both of them while exercising in the gym and it was not co—incidental that both matched each other's capability in every respect. It was during one such chore that it emerged that both of them had a common pursuit of setting down with a venture associated with health fitness. Simultaneously, it was the time when average individual was becoming health conscious and almost every third individual was either a member of a club or was involved in personal discipline of exercise. Even corporates were promoting health consciousness in their employees, offering gymnasium membership or housing a fitness centre within the premises. Jessy and Catherine have now started puffing their heads together and are in the process of conceiving a business plan in context of a pursuit in the field of health fitness. When the idea was discussed by both with their parents, it was counselled that a fitness centre with a beauty saloon along with a facility for stress management could be the right combination. However, it was apparent that the project would involve a capital outlay of nothing less than 1.5 to 2 crores. Fortunately Jessy has almost been offered a place by her uncle at Andheri in his new residential building, on lease, and family and relatives may garner a maximum of 75 lakhs, but balance would have to be raised from other sources.

- (a) How to prepare a business plan for their idea?
- (b) What sources of finance can they explore?
- (c) How can they carry out staffing of their venture? Do you envisage any training needs?
- (d) Design a Marketing Strategy for the venture.

R-3176

Sub. Code

652401

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

International Business

MANAGEMENT STRATEGIES OF MNCs

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is an MNC?
2. What do know about internal weakness?
3. Define down-scoping.
4. What is corporate governance?
5. What do you understand by radical innovation?

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain the factors influencing emergence of an MNC.

Or

- (b) Describe the different types of MNCs.

7. (a) Discuss on exploration of external strategies.

Or

- (b) Explain the threats for promotion of MNCs.

8. (a) Explain the business level strategies of strategy formulation by MNCs.

Or

- (b) Describe the different ways of restructuring strategies.

9. (a) “Corporate governance is for better business transparency” — Discuss.

Or

- (b) Organisational arrangement will lead to effective global business strategy’ — Explain

10. (a) Explain the significance of strategic leadership.

Or

- (b) Discuss on the effectiveness of entrepreneurial innovations.

Part C

(1 × 10 = 10)

Compulsory

11. Read the following case and answer the questions given at the end.

India is one of the world’s most promising and fastest-growing economies. Many MNCs entered to cash in on the exciting opportunities there. But overall, they have had a mixed performance. Many, who were remarkably successful elsewhere, have failed or are yet to succeed. Indian market poses special challenges due to its heterogeneity. in terms of economic development, income,

religion, cultural mix and tastes. On top is the heating competition among local players as well as the leading MNCs. Not all companies have been struggling to understand Indian consumer behaviour. Doing business in India is at a turning point; market entry strategies, for example, that clicked once do not promise success every time. Success in India will not happen overnight; companies need to have an open mind. This requires commitment, management drive and focus on long-term objectives, and proper business models too. They have to invest substantial financial and managerial resources to understand customer's needs and come up with suitable products.

- (a) Draft different problems encountered MNCs in India.
 - (b) Build strategies to the MNCs to have sustainable growth in India.
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R-3177

Sub. Code

652402

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

International Business

MULTINATIONAL FINANCIAL MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What do you mean by exchange rate?
2. What is back to back finance?
3. Write a note on FDI.
4. What you understand by netting?
5. Define corporate restructuring.

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain the finance function of risk return trade off.

Or

- (b) Describe the parity conditions in international finance.

7. (a) Discuss on the different global equity financing instruments.

Or

- (b) Describe the capital structure of an MNC.

8. (a) Explain the process of optimizing portfolio investment.

Or

- (b) Describe the process of transfer pricing in cross border transactions.

9. (a) Discuss on management of cash flows of MNCs.

Or

- (b) Describe the role of SWIFT in fund transfer services.

10. (a) Write a note on NASDAQ in the global scenario.

Or

- (b) Describe the significance of overseas mergers and acquisitions.

Part C

(1 × 10 = 10)

Compulsory

11. Read the following case and answer the questions given at the end.

Latvia has become the second European Union country to seek the International Monetary Fund's (IMF) help to stabilize its financial system. It is also asking for help from the European Union. The Latvian Prime Minister said the sum needed would be decided by talks with the IMF and EU. Latvia has fallen into recession and recently nationalized the country's second largest bank.

The government invested \$ 353 m into the parex bank to help it survive after a run on its deposits. It also offered \$ 877 m in guarantees to its creditors. Latvia's economy, which grew by 50% between 2004 & 2007. Shrank 4.2% in the third quarter of this year, the sharpest economic contraction in the European Union. The Latvian Government has already started talks with the European Commission, the executive branch of the EU, on a possible rescue package for us economy. The IMF has said it has \$ 200 bn set aside to help out countries facing turmoil because of the current global financial crisis. It has also said it expects to provide help for some 24 countries.

- (a) In what ways can Latvia use the financial aid from IMF to stabilize its financial system?
 - (b) What is the role of IMF towards the countries that have fallen into recession?
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R-3178

Sub. Code

652504

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

International Business

OVERSEAS PROJECT MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is an overseas business project?
2. Define feasibility report.
3. What do you understand by project scouting?
4. What is project cost and time overrun?
5. What is performance review?

Part B

(5 × 10 = 50)

Answer **ALL** questions, choosing either (a) or (b).

6. (a) Discuss on different stages of project management.

Or

- (b) Describe the process of drafting a new business project.

7. (a) Discuss on enhancing feasibility through appropriate initiatives.

Or

- (b) Explain the UNIDO approach for project appraisal.

8. (a) Describe the procedure for screening international projects.

Or

- (b) Discuss on strategies for marketing projects overseas.

9. (a) Explain functions of international cash management.

Or

- (b) Discuss on techniques of leading and lagging in overseas transaction.

10. (a) Describe the process of country risk analysis of international projects.

Or

- (b) Discuss on effective guidelines for successful global project management.

Part C (1 × 10 = 10)

Compulsory.

11. Read the following case and answer the questions given at the end.

Maruti Udyog Ltd., a joint venture between the Government of India and the Suzuki Motor Corporation of Japan was India's largest automobile company in 2005. It operated in the passenger vehicle market and manufactured affordable and fuel efficient cars for the Indian masses. Maruti 800 was its flagship small sized car and was the best selling car in India since decades. In 2005, Suzuki launched their global car 'Swift' in international markets and later in India. Swift was the first stylish compact car from the stable of Maruti and was a differentiator from its earlier products. The launch of Swift had brought Maruti in lime-light and various global international automobile manufacturers announced their plans to boost their investments in India and launch competing cars. The competition was expected to intensify to grab the burgeoning customer base.

- (a) Draft a plan of execution of Maruthi Swift in the overseas market as a new business project.
- (b) Explain the strategies to be adopted to take a product to international market.

R-3179

Sub. Code

652505

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

International Business

INTERNATIONAL SUPPLY CHAIN MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is International supply chain management?
2. What is In-land and Ocean Transportations?
3. Write a brief note on House stuffing.
4. Who is stevedores?
5. List out the functions of IATA.

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain the following.
 - (i) 3rd party logistics
 - (ii) 4th party logistics

Or

- (b) Bring out the scope and importance of International Business Logistics.

7. (a) Elaborate on characteristics of shipping transport and its merits and demerits.

Or

- (b) Elucidate on chartering principles and practices followed in International Transportation.

8. (a) Explain the warehouse and storage facilities in major ports.

Or

- (b) Write a detailed note on structural and cargo handling facilities available in Indian Ports.

9. (a) Bring out the various functions performed by the shipping intermediaries.

Or

- (b) Elucidate on customs clearance and freight forwarding functions.

10. (a) Elaborate on Major cargo Airlines and their prospects in Global.

Or

- (b) Explain the problems and prospects of Air Cargo Transport.

Part C (1 × 10 = 10)

Compulsory

11. Explain the term conference system and its types, merits and demerits.

R-3180

Sub. Code

652506

M.B.A. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

International Business

**GLOBAL INVESTMENT AND PORTFOLIO
MANAGEMENT**

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Specify the objectives of Investments.
2. What is historical return?
3. What is Debentures?
4. What is Assets Allocation?
5. What do you mean “future”?

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain the distinction between savings, Investment and speculation.

Or

- (b) Elaborate on various Global investment avenues.

7. (a) Explain Random Walk Theory.

Or

(b) Elucidate on International Investment Risks.

8. (a) Explain the term “Yield to Maturity” [YTM].

Or

(b) Write a detailed note on “Dividend Discount Model”.

9. (a) Explain Markowitz theory in detail.

Or

(b) What is portfolio Management? Explain its objectives.

10. (a) Do you feel “options as a derivative instrument”? Justify your answer.

Or

(b) Elaborate on swaps and its major types.

Part C (1 × 10 = 10)

Compulsory.

11. Write a detailed note on Money Markets and Capital Markets.

R-3308

Sub. Code

652503

M.B.A (IB) DEGREE EXAMINATION, APRIL 2019

Third Semester

International Business

PORT AND TERMINAL MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. List the types of ports.
2. List the types of ship required for different cargoes.
3. Write a note on immigration.
4. What are the types of port charges?
5. Write the meaning of port law.

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Discuss in detail about the types of ports.

Or

- (b) Discuss in detail about ownership structure of ports.

7. (a) Explain the difference between dry bulk cargo ships and general-purpose ships

Or

- (b) Explain the difference between ore/oil and bulk oil carriers.

8. (a) Discuss in detail about the need for market information including trade growth and vessel development.

Or

- (b) Discuss in detail about the nature and types of port charges including those incorporating statutory navigational services.

9. (a) Elucidate the management of cargo operation on board and ashore.

Or

- (b) Elaborate the needs of port users

10. (a) Explain in detail about laws relating to port security, operator's liability and insurance.

Or

- (b) Discuss in detail about the impact of international conventions on ports.

Part C

(1× 10 = 10)

Compulsory

11. Read the following case and answer the questions given at the end.

TSS Ltd are ship owners who agreed to carry CCC Ltd's consignment of goods in one of its two named ships, at carrier's option. Unfortunately, one of the vessels is lost and TSS Ltd. Now claim that the agreement with CCC Ltd. Is frustrated because the second vessel id fixed elsewhere and not available.

Advice CCC Ltd of their legal position.
