

**R6201**

**Sub. Code**

**652101**

**M.B.A. DEGREE EXAMINATION,  
NOVEMBER – 2021**

**First Semester**

**International Business**

**MANAGEMENT CONCEPTS**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

1. Differentiate Administration and Management.
2. Write a note on MBO.
3. Define Vision Statement of a Company.
4. Write a note on Informal organization.
5. Define Total Quality Management.

**Part B**

(5 × 5 = 25)

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

6. (a) List out the Steps involved in the Recruitment and Selection Process of an Employee.

Or

- (b) What are the advantages of Centralization of Authority?

7. (a) Explain product organizational structure of an organization.

Or

- (b) List and explain the steps involved in the Decision making process in an organization.

8. (a) 'Good Communication is the foundation of sound management' – Comment.

Or

- (b) 'Control is best aimed at results, not at people as such' – Discuss.

9. (a) What do you understand by Balanced Scorecard? Explain its components.

Or

- (b) "Leadership is situational" – Comment on the Statement.

10. (a) "Decision Making is the essence of Management" – Comment.

Or

- (b) What is system approach of management? Explain the salient features of this approach to study.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. Critically examine the suitability of F.W Taylor thought on today business.
12. Discuss the Ouchi (Z) theory and its suitability.
13. What are the qualities required for a Supervisor?

14. Analyze the Core Competence Strategy of CK Prahalad.
15. How is Joint Venture different from Strategic Alliance?

**Part D** (1 × 10 = 10)

Compulsory

16. Case Study

Covid effect: Tatas plan layoffs to cut fixed costs:

The Tata Group may eliminate jobs at some of its businesses to save fixed costs as it grapples with falling profits due to the coronavirus pandemic, and global economic projections pointing to a challenging time ahead. The pandemic had led to a suspension of the conglomerate's several businesses – including aerospace, automotive and aviation – depressing its earnings in key markets across the world. The conglomerate has already made moves to cut contract workers engaged in manufacturing and other functions at its various facilities, including at Tata Motors and its UK arm Jaguar Land Rover.

Tata Motors, after sinking Rs. 9,864 crore into the red in the fourth quarter of fiscal 2020, said “there are widespread opportunities to cut costs across the organization and all actions will be taken with prudence”, without getting into specifics. The flagship of the Tata Group has initiated a cash improvement programme of Rs. 6,000 crore and 5 billion pounds at its India and UK units. Sources said the company plans to axe jobs at various levels in the domestic business. The labour union at Tata Steel's Netherlands unit said the management planned to slash 1,000 of the 9,000 jobs at the site to improve the profitability of the metal producer. The senior leadership at the group's several businesses, including Indian Hotels Company (which runs the Taj chain), has already taken a cut in remuneration as part of a broader restructuring plan. The \$113-billion

conglomerate – comprising 30 companies across 10 business verticals – employs over 7.2 lakh people in India and outside the country. Tata Group has joined Reliance Industries, Raymond, Apollo Tyres and TVS Motor, where top managements have taken a pay reduction as the pandemic ravages operations.

- (a) Do you agree with the decision taken by Tata Group are correct?
- (b) If you are an employee of Tata Group what will be your reaction?

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**R6202**

**Sub. Code**

**652102**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021**

**First Semester**

**International Business**

**INTERNATIONAL ECONOMICS AND LEGAL  
ENVIRONMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

1. What do you mean by International Trade?
2. Define BOP.
3. What are the objectives of International Finance Corporation?
4. What do you mean by IPR?
5. What are the objectives of GST?

**Part B**

(5 × 5 = 25)

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

All questions carry equal marks.

6. (a) What is the significance of International Economics?

Or

- (b) List out the various Trade barriers.

7. (a) Explain the concept of Disequilibrium in BOP.

Or

(b) Explain the features of Gold Standard Theory.

8. (a) What are the functions of Multilateral Investment Guarantee Agency?

Or

(b) What are the pros and cons of International Trade?

9. (a) Discuss in detail the concept of International Arbitration.

Or

(b) What are the Trade Mark Regulations?

10. (a) Explain the components of CGST Act.

Or

(b) How do you file the GST returns?

**Part C**

(3 × 10 = 30)

Answer any **three** questions

11. Explain the Classic Theories of International Economics.

12. Discuss in detail Exchange Rate Theories.

13. What are the Global Development Initiatives relating to Trade System?

14. Discuss in detail the provisions of United Nations Convention for International Sale of Goods.

15. What are the constitutional amendments in GST Act?

**Case Study (Compulsory)**

16. Four senior executives of the world's largest firms with extensive holdings outside the home country speak. Company A : "We are a multinational firm. We distribute our products in about 100 countries. We manufacture in over 17 countries and do research and development in three countries. We look at all new investment projects both domestic and overseas- using exactly the same criteria". The execution from Company A continuous, "of course most of the key posts in our subsidiaries are held by home-country nationals. Whenever replacements for these men are sought, it is the practise, if not the policy, to look next to you at the head office and pick someone (Usually a home country national) you know and trust". Company B : "We are a multinational Firm-only 1 percent of the personnel in our affiliate companies are non-national. Most of these are us executives in temporary assignments. In all major markets, the affiliates managing director is of the local nationality". He continuous, "of course there are very few non-Americans in the key posts at headquarters. The few we have are so Americanized that we usually do not notice their nationality. Unfortunately, you cannot find good foreigners who are willing to live in the United states, were out headquarters is located – American executives are more mobile. In addition, American have the drive and initiative we like. In fact, the European nationals would prefer to report to an American rather than to some other European". Company C: "We are a multinational Firm-Our product division executives have worldwide profit responsibility. As our organizational chart shows, the United States is just one region on a par with Europe, Latin America, Africa, etc., in each division". The executives from Company C goes on to explain "the World Wide product division concept is rather difficult to implement. The senior executives in

charge of these divisions have little overseas experience. They have been promoted from domestic posts and tend to view foreign consumer needs as really basically the same as ours. Also, product division executives tend to focus on the domestic market because the domestic market is larger and generates more revenue than the fragmented foreign markets. The rewards are for global performance, but strategy is to focus on domestic. Most of our senior executives simply do not understand what happens overseas and really do not trust foreign executives, even those in key positions". Company D (non-American): "We are a multinational Firm. We have at least 18 nationalities represented at our headquarters. Most senior executives speak at least two languages. About 30 percent of our staff at headquarters are foreigners. 15 He continues by explaining that "Since the voting shareholders must by and large come from the home country, the home country's interest must be given careful consideration. But we are proud of our nationality, we should not be ashamed of it. Infact, many times we have been reluctant to use home-country ideas overseas, to our detriment, specially in our U.S. subsidiary-our country produces good executives, who tend to stay with us a long time. It is harder to keep executives from the United States.

Questions:

- (a) Which company is truly multinational?
- (b) What are the attributes of a truly multinational company?
- (c) Why quibble about how multinational a company is?

**R6203**

**Sub. Code**

**652103**

**M.B.A. (I.B) DEGREE EXAMINATION,  
NOVEMBER – 2021**

**First Semester**

**International Business**

**FINANCIAL AND MANAGEMENT ACCOUNTING**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** the questions.

1. What is known as Accounting?
2. Define the term “Ratio”.
3. List out current liabilities.
4. What is called as Budgetary control.
5. What is known as Accounting standards?

**Part B**

(5 × 5 = 25)

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

6. (a) Explain double entry accounting system rates.

Or

- (b) Discuss the uses of accounting.

7. (a) Explain the uses of trend analysis.

Or

(b) List out and explain various modes of expression of ratios.

8. (a) Discuss the managerial uses of fund flow statement.

Or

(b) Explain the uses of cash flow statement.

9. (a) What are the disadvantages of budgetary control?

Or

(b) Explain the essentials of a sound budgetary control.

10. (a) Explain the classes of accounting theory.

Or

(b) Discuss the concept of accounting standards.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. From the following Trail balance of Mr. Laxman, Prepare the final accounts for the year ended on 31.12.2018.

Debit balance	Rs.	Credit balance	Rs.
Land and building	50,000	Returns	2,500
Purchases	1,16,000	Discounts	1,200
Stock	40,000	Sales	2,05,000
Returns	1,500	Capital	1,15,000
Wages	10,000	Loan	15,000
Salaries	3,000	Commission	1,500

Office Expenses	2,400	Creditors	25,000
Carriage	3,200	Bills payable	2,350
Discounts	750		
Bad debts	1,200		
Insurance	1,500		
Machinery	50,000		
Furniture	10,000		
Bills receivable	20,000		
Sundry debtors	40,000		
Cash	6,000		
Office Equipment	12,000		
	<u>3,67,550</u>		<u>3,67,550</u>

The following adjustments are to be made:

- (a) Closing stock Rs. 60,000
- (b) Outstanding wages Rs. 2,000 and rent Rs. 3,000
- (c) Depreciate land and buildings at 5%, machinery at 10%, office equipment and furniture by 10%.
- (d) Provide reserve at 2 ½ % on debtors.
- (e) Insurance prepaid Rs. 200
- (f) Calculate interest on capital at 5%.

12. From the following data calculate:

- (a) Gross profit ratio
- (b) Net profit ratio
- (c) Return on total assets
- (d) Inventory turnover ratio
- (e) Working capital turnover ratio
- (f) Net worth to debt ratio.

Sales Rs. 25,20,000; cost of sale Rs. 19,20,000; net profit Rs. 3,60,000; inventory Rs. 8,00,000; other current assets Rs. 7,60,000; fixed assets Rs. 14,40,000; net worth Rs. 15,00,000; debt Rs. 9,00,000; current liabilities Rs.6,00,000.

13. Statement of financial position of Mr. Ram is given below.

Liabilities	1.1.2018	31.12.2018	Assets	1.1.2018	31.12.2018
Account payable	29,000	25,000	Cash	40,000	30,000
Capital	7,39,000	6,15,000	Debtors	20,000	17,000
			Stock	8,000	13,000
			Building	1,00,000	80,000
			Other fixed assets	6,00,000	5,00,000
	<u>7,68,000</u>	<u>6,40,000</u>		<u>7,68,000</u>	<u>6,40,000</u>

The following additional information is also available

- There were no drawings
- There were no purchases or sale of either building or other fixed assets.

Prepare a statement of cash flow.

14. Ram & Co sells two products A and B which are manufactured in one plant. During the year 2018, it plants to sell the following quantities of each product.

Prdouct	I <sup>st</sup> quanter	II <sup>nd</sup> quanter	III <sup>rd</sup> quanter	IV <sup>th</sup> quanter
A	90,000	2,50,000	3,00,000	80,000
B	80,000	75,000	60,000	90,000

Each of these two products is sold on a seasonal basis. Ram plans to sell product A throughout the year at a price Rs. 10 a unit and product B at a price of Rs. 20 a unit.

A study of the past experience reveals that Ram has lost about 3% of its billed revenue each year, because of returns (Constituting 2% of loss of revenue) allowances and bad debts (1% loss)

Prepare a sales budget incorporating the above information.

15. Discuss the need for convergence of India as with IFRS.

**Part D** (1 × 10 = 10)

Case study (Compulsory)

16. A company expects to have Rs. 37,500 cash in hand on 1.4.2019 and requires you to prepare an estimate of cash position during the three months April to June 2019. The following information is supplied to you.

Months	Sales	Purchases	Wages
Feb	75,000	45,000	9,000
March	84,000	48,000	9,750
April	90,000	52,500	10,500
May	1,20,000	60,000	13,500
June	1,35,000	60,000	14,250
Months	Factory expenses (Rs.)	Office expenses (Rs.)	Selling expenses (Rs.)
Feb	7,500	6,000	4,500
March	8,250	6,000	4,500
April	9,000	6,000	5,250
May	11,250	6,000	6,570
June	14,000	7,000	7,000

Other Information:

- (a) The period of credit allowed by suppliers–2 months.
- (b) 20% sales is for cash and period of credit allowed to customers to credit sale is one month.
- (c) Delay in payment of all expenses–1 month.
- (d) Income for of Rs. 57,500 is due to be paid on June 15, 2019.
- (e) The company is to pay dividends to shareholders and bonus to workers which is Rs. 15,000 and Rs. 22,500 respectively in the month of April.
- (f) Plant has been ordered and is expected to be received and paid in May. It will cost Rs. 1,20,000

**R6204**

**Sub. Code**

**652104**

**M.B.A. (IB) DEGREE EXAMINATION,  
NOVEMBER – 2021**

**First Semester**

**International Business**

**ORGANISATIONAL BEHAVIOUR**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

All questions carry equal marks.

1. What do you mean by Team Building?
2. What is the term 'Perception'?
3. What is "Group Cohesiveness"?
4. What do you mean by Coercive Power?
5. State the concept of "Organisational Change".

**Part B**

(5 × 5 = 25)

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

6. (a) What are the Merits and Demerits of Organisational Behaviour?

Or

- (b) Discuss the various opportunities and future of organisational behaviour.

7. (a) Briefly discuss the various factors affecting Perception.

Or

- (b) Define Learning. Discuss the components of Learning.

8. (a) Explain the Need and importance for a Group.

Or

- (b) How the power can be used effectively?

9. (a) Explain the important features of Power in organisations.

Or

- (b) What are the advantages of Organizational Politics? Explain.

10. (a) Enumerate the various Approaches of Organisational Effectiveness.

Or

- (b) Briefly explain the significance of organisational culture.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. Explain the impacts of Socio-cultural, political and economic factors in an Organisational environment.
12. Briefly explain the various Learning Theories in Organisational Behaviour.
13. Explain the process of Group formation and Development.

14. Explain the various techniques of Political Behaviour.
15. Discuss the importance and scope of Organisational Behaviour

**Part D** (1 × 10 = 10)

Case Study Compulsory

16. Mr. Babu has been working in Fourrts (India) Ltd. as a finance manager for the last two years. Though he had a very long and rich experience of working in finance department of the same company and dealing with various types of financial problems faced by the company, he is facing many new problems on this new assignment. he has a heavy work load of the departmental activities and some time he has to stay in the office upto 10 pm. In addition to it, he has been unable to cope with the problem which he is facing with regard to vice-president finance, because vice president finance assumes that Mr. Babar is well versed in finance functions and therefore new kind of job through related to finance that is evaluation of finance and investment projects has been assigned to him. In view of this situation, Mr. Rama Krishnan, who is chartered accountant working at the lower level of finance department has been appointed as a staff specialist to Mr. Babar as to help, guide and advise him on specialised matters such as project evaluation, etc. since then the efficiency level of Mr. Babar has further come down and he is not feeling comfortable with Rama.

Questions :

- (a) Why is Mr. Babar not comfortable with his staff specialist Rama?
- (b) How can he cope with the situation of overwork load requiring variety of skill and expertise?
- (c) Give your suggestions for making the situation healthy and comfortable for Mr. Babar.

**R6205**

**Sub. Code**

**652105**

**M.B.A. DEGREE EXAMINATION,  
NOVEMBER – 2021**

**First Semester**

**International Business**

**INFORMATION TECHNOLOGY FOR BUSINESS**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

All questions carry equal marks.

1. Give a detailed account on WAN.
2. State the main components of mail merge.
3. State the components of a search engine.
4. What is meant by e-banking?
5. What is a smart card?

**Part B**

(5 × 5 = 25)

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

6. (a) Interpret the applications of operating system.

Or

- (b) Summarize the issues and challenges of e-business architecture.

7. (a) How the animation effects in PowerPoint?

Or

(b) How do you create save and open a document?

8. (a) What are the features of search engine in management information system?

Or

(b) How do most residential and small office networks connect to the Internet?

9. (a) Discuss the objectives of e-commerce.

Or

(b) Identify the types of electronic fund transfer.

10. (a) What is E cash and discuss its advantages and disadvantages?

Or

(b) Outline the security issues on electronic payment system

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. Illustrate on various e-business initiatives.

12. How do you link work sheets and work books?

13. Explain the usages of search engines and portals.

14. Explain the importance of e-commerce.

15. Elaborate on various modern payment systems in India.

Case Study

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

Face book live show quadruples online orders for gourmet deli and marketplace

Big Bottom Market is a gourmet deli and marketplace in the heart of Sonoma Wine Country. In addition to its retail presence, the team also manages an Etsy Shop where they sell Big Bottom Market-branded products and the work of local artisans.

“We’ve been in the e-commerce game since 2016 when we were designated one of Oprah’s Favorite Things and had to use the Amazon platform for national sales,” said Michael Volpatt, owner, Big Bottom Market. “From orders and shipping to returns and everything in between, Amazon was a great partner at the time. That changed when our sales volume slowed down so we crunched the numbers and realized that Etsy would be a better partner as we ramped up our growing product line with items that we created or partnered with someone to create for us.....My point in this is that being flexible at all points in your e-commerce journey are important.”

Volpatt would be forced to be flexible once again. On March 18<sup>th</sup>, the country of Sonoma locked down due to the COVID-19 pandemic and the in-person retail market closed. All of a sudden, e-commerce became a much more important component of Big Bottom Market’s sales.

“As a chef and cookbook author, I decided to continue engaging with our customers and launched a Face book Live cooking show called Cooking In Place.” Volpatt said.

Volpatt cooked and showcased local wines for fans along with other products that the market sells, encouraging viewers to buy them online.

In addition, after each show he posted the video replay across all of its social media channels and shared recipes and details about the food he cooked and wine he tasted on the show.” I would broadcast on Facebook Live and save the video feed. Then I would repost a link to the video on my personal page, on Instagram TV, and then also on YouTube,” he said. In addition to customer engagement and increasing social media followers, the goal was to drive e-commerce sales as a way to augment lost revenue from in-store foot traffic.

“We used to see three to five orders per month in our Etsy shop. In the first week of doing the show we saw three to five per week and that increased to five to ten orders per week. To some, those numbers may seem low, but for a small business located in a tourist town, these numbers were great. Our sales ended up paying for our monthly fixed expenses, which was very helpful for a business that relies on foot traffic,” Volpatt said.

Question:

What are the business benefits of online orders for gourmet deli? Make a critical assessment.

**R6206**

**Sub. Code**

**652301**

**M.B.A. DEGREE EXAMINATION,  
NOVEMBER – 2021**

**Third Semester**

**International Business**

**FOREIGN EXCHANGE MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

Write short note on:

1. FEDAI
2. Bid and Ask Rate
3. Stagflation
4. Direct and Indirect Quotation
5. Translation exposure

**Part B**

(5 × 5 = 25)

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

6. (a) State the objectives of FEMA.  
Or  
(b) What are foreign currency accounts?  
Define and distinguish  
(i) Nastro,  
(ii) Vostro,  
(iii) Loro accounts.

7. (a) What are the advantages of SWIFT?

Or

(b) Distinguish between Direct Quotation and Indirect Quotation.

8. (a) What is an option forward contract? Is it the same as currency option?

Or

(b) Discuss the measures taken by Government to control the fall of Rupee value against foreign currency.

9. (a) Differentiate between exchange exposure and exchange risk.

Or

(b) Discuss purchasing power parity theory.

10. (a) What is a swap deal? Why is it necessary for a bank to deal in swaps?

Or

(b) Discuss the factors affecting Foreign Exchange Rate

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. Highlights the features of FEMA Act 1999.

12. “Rupee volatile and one used to get a barrage of answers ranging from India’s bloating current account deficit to dwindling foreign portfolio flows. But the role of currency manipulators rarely finds a mention”. – Critically examine the Statement.

13. Explain the purchase and sale foreign exchange transaction happening in interbank markets with examples.
14. Discuss the special features of Foreign Exchange Market.
15. What are the implication of China and USA trade tariff war and its implication on India's Foreign Exchange Market?

**Part D**

(1 × 10 = 10)

16. Case Study (Compulsory)

The alarming growth in offshore rupee trading means the RBI will have less control over the currency. This must be arrested. The alternative venues for foreign exchange trading that once lurked in the shadows are now beginning to take Centre-stage and policymakers are now beginning to realize that this threat needs to be urgently tackled. Offshore trading in few currencies has burgeoned to such an extent that it is higher than the onshore trading volume.

In a bid to contain the damage done by the offshore market for rupee, the RBI recently made two policy changes based on the recommendations of a task force headed by Usha Thorat. One, it has now allowed domestic banks to freely share foreign exchange rates with non-residents and, two, trading in rupee derivatives has now been allowed on International Financial Services Centers.

It is, however, doubtful if the RBI's measures will have any immediate impact. The crux of the problem is that central banks cannot restrain offshore trading in their currencies, unlike stocks and bonds issued by domestic entities. As the chief of an offshore currency exchange explained, the central banks have control only

on the currency. But since currencies are traded in pairs, for instance dollar-rupee, euro-rupee, yen-rupee, etc., these trades are beyond regulatory purview if conducted on foreign soil.

- (a) What is your understanding about offshore rupee trading?
  - (b) Do you think RBI measures make impact on offshore rupee trading?
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**R6207**

**Sub. Code**

**652302**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021**

**Third Semester**

**International Business**

**INTERNATIONAL MARKETING**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

All questions carry equal marks.

1. What is meant by geocentric approach?
2. Demonstrate the meaning of market segmentation.
3. State the meaning of counter trade.
4. Interpret the term “advertisement”.
5. What is channel conflict?

**Part B**

(5 × 5 = 25)

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

6. (a) Discuss the dimensions of international marketing.

Or

- (b) Elaborate on various approaches of international marketing.

7. (a) What are the market product strategies?

Or

(b) Discuss various phases of product life cycle.

8. (a) Outline the methods for determining transfer prices.

Or

(b) Summarize the types of pricing strategies.

9. (a) Identify the factors affecting sales promotion.

Or

(b) Evaluate the types of advertisement with its uses.

10. (a) Demonstrate the types of intermediaries in international marketing.

Or

(b) Outline the key components of international marketing information system.

**Part C** (3 × 10 = 30)

Answer any **three** questions.

11. How the consumer behaviour influences the market

12. Discuss various compositions for product and service offerings.

13. List out the factors influencing pricing for product.

14. Enumerate the methods of publicity

15. State the significance of intermediaries involved in international marketing.

**Part D**

(1 × 10 = 10)

Case Study (Compulsory)

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

A major cereal manufacturer produces and markets standardized breakfast cereals to countries around the world. Minor modifications in attributes such as sweetness of the product are made to cater to local needs. However, the core products and brands are standardized. The company entered the Chinese market a few years back and was extremely satisfied with the results. The company's sales continue to grow at a rate of around 50 percent a year in China and other Asian countries, and based on the market reforms taking place, the company started operations in India by manufacturing and marketing its products. Initial response to the product was extremely encouraging, and within one year the company was thinking in terms of rapidly expanding its production capacity. However, after a year, sales tapered off and started to fall. Detailed consumer research seemed to suggest that while the upper-middle social class, especially families where both spouses were working to whom this product was targeted adopted the cereals as an alternative meal (i.e., breakfast) for a short time, they eventually returned to the traditional Indian breakfast. The CEOs of some other firms in the food industry in India are quoted as saying that non-Indian snack products and restaurant business are the areas where MNCs can hope for success. Trying to replace a full meal with a non-Indian product has less of a chance of

succeeding. You are a senior executive in the international divisions of this food MNC having post-graduate qualification in management from IGNOU and several years of experience of operating in various countries in a product management function. You have been appointed head of the fact finding mission to determine answers to these specific questions. What, in your opinion, would be answers to these questions?

- (a) Was entering the Indian market with a standardized product a mistake? Justify.
  - (b) What would be your strategy for entering new markets?
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**R6208**

**Sub. Code**

**652501**

**M.B.A. (International Business) DEGREE  
EXAMINATION, NOVEMBER – 2021**

**Third Semester**

**CUSTOMS PROCEDURES AND DOCUMENTATION**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

All questions carry equal marks.

1. Why was the Export Credit Guarantee Corporation of India established?
2. What is the difference between Customs and Excise?
3. What is meaning of special economic zone?
4. What are exports oriented units?
5. List out any two objectives of export promotion council.

**Part B**

(5 × 5 = 25)

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

6. (a) Illustrate the common documents used in export.

Or

- (b) Summarize the objectives of ECGC.

7. (a) What is the meaning of LCL and FCL and also explain its differences.

Or

- (b) Outline various objectives of Inland Container Depots.

8. (a) Explain various export promotion schemes in India.

Or

- (b) Demonstrate various benefits of export promotion.

9. (a) Interpret the features and objectives of special economic zone.

Or

- (b) Explain the meaning and significance of software technology parks.

10. (a) Elaborate various functions of commodity boards.

Or

- (b) Invent various roles of DGFT.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. Compile various documents required for export credit.
12. Elaborate on documentation procedures export of cargo through multimodal transport.
13. Explain the government's focuses on initiatives for handlooms and handicrafts.
14. Discuss the salient features of Export Oriented Units.
15. Enumerate the benefits of export units located in special economic zones.

**Part D**

(1 × 10 = 10)

Case Study (Compulsory)

16. Bermuda Import and Export

**Situation:** Bermuda Import and Export (BIECO) is a family-owned import business, started in 1949. Graham Fowle, the grandson of the original owner and current company president, gradually expanded company lines, starting with the addition of produce and alcohol. Bermuda Import and Export now has 25 employees and carries produce, seafood, groceries, alcohol, dry and frozen goods, and some dairy and meat. The majority of goods are perishable items. Bermuda is a small market of 21 square miles; the company sells to all available outlets, including restaurants, hotels, resorts, clubs, grocery and convenience stores. There are no consumer retail sales.

**Challenge :**In Bermuda, everything is imported - and nothing comes into the island without some type of import fee/cost. BIECO brings in two containers of produce (not including seafood and alcohol) weekly. The containers usually arrive on Sunday night and Monday morning, and produce must be pre-cleared through H.M. Customs – Bermuda (Customs) in time for delivery to restaurants, shops, and hotels early on Monday morning. This requires a deposit to be paid in advance on all pre-cleared items of 1 ½ times their normal duty rate.

The old system of managing tracking and invoicing of shipments through Customs was time and labor-intensive. It involved a complicated spreadsheet, with manual entry of the details of each individual item. These details included (but were not limited to) vessel information, voyage number, bill of lading, container information, date of arrival, Customs Procedural Codes, tariff numbers, country of origin, purchase order number, wharfage charges (assessed against cargo, vessel's stores,

fuel and supplies for passage on, over, under or through any wharf) and vessel details.

David Potts, the company's financial controller, says that the process took at least four hours ("if the person knew what he was doing," he adds, wryly), and was fraught with potential errors. For example, a misplaced decimal point could potentially incur thousands of dollars in extra duty costs prior to being recalculated. Because items have various duty percentages (ranging from five to 22 ¼ percentage), calculations were often rounded up or averaged. If the work was not completed on time, it would delay delivery of containers and cause possible damage to goods.

Finally, getting the Customs deposit (avenging \$750) returned could take up to a month – after all the double-checking of calculations and adjustments for manual entry errors.

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**R6209**

**Sub. Code**

**652502**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021**

**Third Semester**

**International Business**

**PORT AND TERMINAL MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

1. Enlist the two importance of Port.
2. Define Tonnage.
3. What is Port Management?
4. What are the major Port management objectives?
5. Define EDI.

**Part B**

(5 × 5 = 25)

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

6. (a) What are the functions and features of Port?

Or

- (b) Describe the main facilities and services provided by a Port.

7. (a) Explain the relationship between Draft, Tonnage, GRT.

Or

(b) What are the factors influencing Port development?

8. (a) Compare the various transport modes in Port management.

Or

(b) Discuss the significance of Safety management in port.

9. (a) Mention the nature and three categories of Port competition.

Or

(b) What are the various Navigation services in Port Management?

10. (a) Explain the Legal framework of ownership.

Or

(b) Mention the guidelines relating to port security and operators liability.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. Describe the various phases of Port development.

12. Explain the different types of ships used for Cargoes and Trade routes.

13. Explain the detailed note on (a) Customs (b) Immigration (c) Port health and (d) Marine Safety.

14. Enumerate the Vessel traffic service practiced in Port.

15. Discuss the Legal regime of Port business in India.

**Part D**

(1 × 10 = 10)

Case Study (Compulsory)

16. GULF WINDS INTERNATIONAL:

A third party logistics (3PL), this is about more than the move.

In our modern era of mega-ports, mega-ships, and a global trade volume of 8 billion tons, which is expected to quadruple in the next few decades, a seaport's magnitude can only be sustained with a robust and reliable supply chain network that will offer customized drayage, storage, transloading, and long-haul transportation in a dependable, timely, efficient, and cost-effective manner. This is the job of third-party logistics (3PL) companies that have gained a competitive edge by offering tailor-made solutions in the complex global logistics networks and market accessibility, eliminating port traffic and bottlenecks. Efficient 3PL companies are the bloodline of global, national, and regional trade and transport: they strengthen a port's efficiency, eliminate competitors and transport substitution from other regions, and as a result reinforce a nation's marketing edge at a global level. Gulf Winds Intl. is a 3PL company with over 250 trucks and 2 million square feet of warehouse space. Having opened its seventh warehouse in 2012, GWI offers industry-leading services focused on the following:

- (a) Container drayage and management
  - (b) Warehousing: storage and distribution, transloading.
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**R6210**

**Sub. Code**

**652503**

**M.B.A. (IB) DEGREE EXAMINATION,  
NOVEMBER – 2021**

**Third Semester**

**BUSINESS IN EMERGING MARKETS**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

1. What do you mean by economic performance?
2. What is called as emerging economics?
3. Describe the integration of international market.
4. What do you understand by emerging market?
5. Give an example of a cost driver.

**Part B**

(5 × 5 = 25)

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

6. (a) What is GDP and how is it calculated?

Or

- (b) Write the relation between the political instability and economic performance.

7. (a) Examine the evolution and significance of emerging economics.

Or

- (b) Evaluate the opportunities and challenges of emerging economics.

8. (a) What are the barriers involved in international trade? Explain in detail.

Or

- (b) Explain the contributions of institutions to emerging markets.

9. (a) Evaluate dimensions of determinants of attractiveness.

Or

- (b) Explain the operational difficulties of dimensional analysis.

10. (a) Explain the pros and cons of selling low cost cars.

Or

- (b) Write the scope of low-cost car sales in India.

**Part C** (3 × 10 = 30)

Answer any **three** questions.

11. How does it maintain macroeconomic stability? Explain
12. How do you identify the emerging market potential? Explain with examples.
13. Discuss the role of government in a market economy.

14. Explain the role of macro dimensional in emerging markets.
15. Identify the key levers that are used in reducing product cost.

**Part D**

(1 × 10 = 10)

Case Study (Compulsory)

16. Discuss ways to find out which Indian products are high in demand in the foreign market. Suggest your views on how to take advantage of the growth in the Indian export market.

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