

**R7423**

**Sub. Code**

**652301**

**M.B.A. DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**International Business**

**FOREIGN EXCHANGE MANAGEMENT**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

1. Write a note on NEER.
2. Who are called Authorized person?
3. What is floating exchange rate?
4. Define currency jurisdiction.
5. Brief Exchange Rate Volatility.

**Part B**

(5 × 5 = 25)

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

6. (a) Define: Forwards, Futures, Options and Swaps.

Or

- (b) How is trading in foreign exchange beneficial to a bank?

7. (a) Differentiate Exchange management and Exchange control.

Or

- (b) What is cross hedging? When is it useful?

8. (a) How do you measure economic exposure? Give examples.

Or

- (b) Visits of foreign countries for sightseeing etc. by the people of India is on the rise. What will be its likely impact on foreign exchange rate and how?

9. (a) What are the benefits of external commercial borrowings?

Or

- (b) Distinguish between devaluation and depreciation of domestic currency.

10. (a) What do you mean by Options? How would you use Option in Foreign Exchange Management?

Or

- (b) Discuss whether a foreign company purchase immovable property in India?

**Part C** (3 × 10 = 30)

Answer any **three** questions.

11. Highlights the significance of FEMA Act 1999.
12. How are Foreign Exchange transactions settled between International Banks?
13. Explain the different factors affects the determination of foreign exchange rate?

14. How are Currency Prices determined?
15. How will the bank deal with the situation if a forward contract is requested to be executed early?

**Part D** (1 × 10 = 10)

Case Study (Compulsory)

16. ABN-Amro Bank, Amsterdam, wants to purchase 15 million rupees against US Dollars for funding their Vostro Account. Assuming the interbank rates are 59.3625/3700, what would be the rate you would quote to the foreign bank? Ignore exchange margin, brokerage, etc. If the deal is struck, what would be the US dollar amount that would be credited to your Nostro account?
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**R7424**

**Sub. Code**

**652302**

**M.B.A DEGREE EXAMINATION, NOVEMBER 2022**

**Third Semester**

**International Business**

**INTERNATIONAL MARKETING**

**(CBCS – 2019 Onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

1. Write a note on marketing mix of Services.
2. Define Geo Centric approach in Marketing.
3. Define Brand Equity.
4. Write a note on premium pricing.
5. Define Media Reach and Frequency.

**Part B**

(5 × 5 = 25)

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

6. (a) Explain the impact of Technological factor in Marketing.

Or

- (b) How is domestic marketing strategies different from International marketing strategy?

7. (a) Explain the different stages involved in the Development of New Product.

Or

- (b) List out the factors taken into consideration while segmenting the market for launching a product.

8. (a) List out the different Intermediators involved in the International Marketing.

Or

- (b) “Product adaptation vs product standardization are two basic approaches for export product Planning”. Discuss the relative merits and demerits of each of the available options.

9. (a) Write short note on franchising as a tool for overseas market entry.

Or

- (b) What are the specific advantages that a firm can derive by going international?

10. (a) How do you measure the effectiveness of Webcast and Net based Advertisements?

Or

- (b) Discuss the various techniques of sales promotion in overseas market.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. Highlights the significance of Cross Cultural aspects in the Global Marketing.

12. Discuss the different stages involved in Product Life Cycle with suitable examples.
13. 'Analysis of Global Economic Environment is quite essential to International Marketing in today's scenario' critically comment on the statement.
14. "Poor presentation of the marketing research report may undo the entire market research exercise", Discuss.
15. Explain major objectives of branding and discuss the various branding strategies used by firms. Illustrate your answer with examples.

**Part D**

(1 × 10 = 10)

Case Study (Compulsory)

16. Between personal and sales promotion, which communication tool will be most effective in promoting sales of the following products? Give reasons for your answer.
  - (a) A rare painting
  - (b) A new brand of toothpaste

**R7425**

**Sub. Code**

**652501**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2022**

**Third Semester**

**International Business**

**CUSTOMS PROCEDURES AND DOCUMENTATION**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

1. What is a proforma Invoice?
2. List out the types of shipping bills.
3. How Import on the export basis is carried out?
4. When can CENVAT credit be availed?
5. Write any four functions of Director General of Foreign Trade.

**Part B**

(5 × 5 = 25)

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

6. (a) Explain in detail the shipment procedure.

Or

- (b) List and explain the standardized and aligned pre-shipment export documents.

7. (a) Write the steps in filing export-related procedures in ICEGATE.

Or

- (b) Explain the documents required for shipment of cargo.

8. (a) Write the seaports and Airports which shall be entitled to DEPB.

Or

- (b) How to enter wastage claims details for any input item in the application form for DFIA.

9. (a) Define Duty credit scrip, and write the benefits and how to sell them.

Or

- (b) Briefly explain the schemes available in Bio-Tech park schemes.

10. (a) Write the various functions of the Export promotion council.

Or

- (b) Write the role and functions of the Indian Institute of Foreign Trade.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. Explain in brief the roles, functions, and services of Export Credit Guarantee Corporation.
12. Enumerate the role of central excise in customs clearance of export cargo.



13. Elaborate on the various promotional schemes initiated by the Government of India in promoting Exports.
14. Write a brief note on
  - (a) Export Oriented Unit
  - (b) Electronic Hardware technology Exports
  - (c) Software Technology Exports
  - (d) Bio-Technology Parks.
15. Explain the role and functions of the Agricultural products Development Authority and Marine Product Export Development Authority in detail.

**Part D**

(1 × 10 = 10)

Case Study (Compulsory)

16. A great deal of information is available on international trade flows and potential markets. Yet many exporters do not know how to identify, with adequate precision, those markets that hold the greatest potential. Even if they have access to relevant information, the sheer volume of information often makes the analytical process complex, time-consuming and costly. An additional challenge is that many exporters lack an appropriate decision-making methodology, which would enable them to adopt a systematic approach to choosing foreign markets. In this regard, big-data analytics can play a valuable role. Choosing an international market is an important decision. There is a plethora of information from numerous sources and dozens of analytical models available to help people make the international market selection decision.

Question.

How big-data analytics can create a impact in the international market selection decisions.

**R7426**

**Sub. Code**

**652502**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2022**

**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. List out the major seaports of India.
2. Define Bulk carriers, Tankers ships.
3. Write the main functions of the port?
4. What are port regulations?
5. Write the critical IMP conventions.

**Part B**

(5 × 5 = 25)

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

6. (a) What are the challenges faced by Dry ports in India.

Or

- (b) Write the features and benefits of Free trade Zones.

7. (a) Distinguish between the dry bulk cargo ships and general cargo ships.

Or

- (b) Write a brief note on :

- (i) Ro-RO Ships
- (ii) Break-bulk carrier
- (iii) ore/bulk/oil carriers.

8. (a) What includes basic port charges, and how is it calculated?

Or

- (b) Write the importance of safety management in port.

9. (a) Write a brief note on the major port trust Act.

Or

- (b) Explain the services provided by the seaports of the cargo.

10. (a) Explain the features of Maritime Insurance.

Or

- (b) Write the importance of laws relating to port security.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. Elaborate on the role and significance of ports in Exports and Imports.
12. Explain the different types of ships required for different cargo.

13. Enumerate the role of statutory bodies in improving port business.
14. Explain the nature of port competition concerning marketing.
15. Elucidate the impact of international conventions on ports.

**Part D** (1 × 10 = 10)

(Compulsory)

16. Case Study :

World transport faces a serious challenge, which involves the detrimental impact of its activity on the environment. Marine transport is a significant link in the worldwide transport system, which provides the free flow of diversified cargoes and offers competitive prices compared to other modes of transport for the carriage of goods. Seaports enabling waterborne transport have a major impact on the economic, social and natural environment. Port managing authorities show growing awareness of the negative influence of port units on the surrounding environment. Concurrently, environmentally friendly measures are implemented in line with the principles of sustainable development. The green port has to get ready with new characteristics in response to ports struggle with environmental problems. The seaport in Gdynia is an example of pursuing a sustainable development policy, and informally is well embedded in the concept of green ports. Gdynia port demonstrates an active environmental policy, and numerous initiatives aimed at mitigating its negative impact. These actions

include active participation in European partnership initiatives on reducing pollutant volumes entering inland waters. The port monitors harmful particulate matter content in the air and regularly tests the quality of water and soil on the port premises. Control measurements are also carried out beyond the port borders and cover dumping sites for depositing dredging spoil. The implementation of LNG bunkering facilities for ecological fuel as an alternative to traditional fuel is another key operational aspect. These measures connect well to the concept of green ports though the port is not socially present among European ports cooperating under the Eco Ports initiative. Green ports not only 'favor the environment', but also make efforts towards energy transformation and the use of green energy. Gdynia port is engaged in the development of the onshore sector and is to take on the role of the main operator in handling, completing and transporting construction components of wind farms.

Question :

Assess the various problem to be faced by green port in the future era.

**R7427**

**Sub. Code**

**652503**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2022**

**Third Semester**

**International Business**

**BUSINESS IN EMERGING MARKETS**

**(CBCS – 2019 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(5 × 2 = 10)

Answer **all** questions.

1. List out the components of wealth.
2. What components constitute GDP?
3. List out any five International Markets.
4. Write the macro indicators of an economy.
5. Define Innovation.

**Part B**

(5 × 5 = 25)

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

6. (a) How the economic performance pushes an economy?  
Or  
(b) How the political instability affects economic performance?
7. (a) Bring out the relevance of emerging economies.  
Or  
(b) How to identify the best business features in an emerging economy?

8. (a) Explain the barriers which affect the trade.

Or

(b) How Integration of the International market boost an economy?

9. (a) How are emerging economies getting shaped to meet the competition?

Or

(b) Emerging markets fuel the international trade – Critically analyze.

10. (a) How the operational cost can be reduced in the manufacturing process?

Or

(b) Suggest few measures for sustainable, low-cost solutions.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

11. Explain how infrastructure helps in building an economy.

12. Enumerate the challenges in emerging economies.

13. Explain in detail the relationship between government and the Market.

14. How dimensional analysis provokes the market forces on triggering the performance.

15. Enumerate the factors to be devised for managing risk in emerging markets.

**Part D**

(1 × 10 = 10)

Case Study (Compulsory)

16. Electric two-wheelers, which include vehicles ranging from electric bicycles to electric scooters, are becoming increasingly popular and important forms of urban transport in Asian cities, particularly in the People's Republic of China (PRC). While electric two-wheeler' popularity is evident in the PRC, their acceptance and adoption in other Asian countries is much more modest. The potential environmental benefit to Asian cities of electric two-wheelers could be significant, especially if electric two-wheelers replaced gasoline scooters and motorcycles. Electric two-wheelers in the PRC have been shown to have some of the lowest emission rates per kilometer compared to any motorized mode. Electric two-wheelers are much cleaner than their gasoline-powered two-wheeled counterparts on most metrics. Gasoline two-wheelers emit approximately double the CO<sub>2</sub>, an order of magnitude more nitrogen oxides and particulate matter 10, and several orders of magnitude more volatile organic compounds and carbon monoxide. Particulate matter 2.5 and sulfur dioxide emissions are unknown for gasoline two-wheelers, but electric two-wheelers could have higher emission rates of these pollutants because of reliance on fossil fuel power plants. Electric two-wheelers in India have higher emission rates than those in Viet Nam because of India's higher reliance on coal power plants and higher electricity transmission loss rates. Viet Nam derives much of its electricity from natural gas power plants.

Questions:

Write the business scope for E-bikes in India