

R2198

Sub. Code

652101

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

First Semester

International Business

MANAGEMENT CONCEPTS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Management is not (CO1, K2)
 - (a) An applied science
 - (b) A pure science
 - (c) An art
 - (d) An art and science both
2. F.W. Taylor is best known for introduction of which approach to job design? (CO1, K2)
 - (a) Behavioural approach
 - (b) Ergonomics
 - (c) Scientific management
 - (d) Division of labour
3. In terms of the sequential relationship, the first function requiring managerial attention is: (CO2, K2)
 - (a) Planning
 - (b) Coordinates
 - (c) Directing
 - (d) Controlling

4. Management By Objective is (CO2, K2)
(a) Goal oriented (b) Work oriented
(c) Job oriented (d) None of the above
5. Which one of the following is an element of directing? (CO3, K3)
(a) Delegating authority
(b) Designing organisation structure
(c) Communication
(d) Designing control system
6. Controlling is _____. (CO3, K3)
(a) Forward looking
(b) Backward looking
(c) Continuous process
(d) All of these
7. Encoding is related to. (CO4, K2)
(a) Converting message into symbols
(b) Converting symbols into message
(c) Transmitting message
(d) Receiving symbols
8. Grapevine is a form of (CO4, K3)
(a) Formal communication
(b) Channel of communication
(c) Informal communication
(d) Barrier to communication
9. The report is always written in: (CO5, K4)
(a) Sequential manner
(b) Irregular manner
(c) Horizontal manner
(d) Data biased manner

10. The purpose of Trouble shooting report is: (CO5, K4)
- (a) Analyse the problem
 - (b) Incorrect the defeat
 - (c) Dislocate the defeat
 - (d) All of these

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain the nature of management. (CO1, K2)

Or

- (b) Write a detail note on levels of management. (CO1, K2)

12. (a) Outline the Management By Objectives (MBO). (CO2, K2)

Or

- (b) What is Span of control? (CO2, K2)

13. (a) Explain the importance of Leadership. (CO3, K3)

Or

- (b) Discuss the need for motivation in the organisation. (CO3, K3)

14. (a) Evaluate the features of business communication. (CO4, K4)

Or

- (b) Assess the need for business presentation and its types. (CO4, K4)

15. (a) Categorize the 3 Ps of Business writing for goodwill message. (CO5, K4)

Or

- (b) Outline the guidelines for business reply. (CO5, K4)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Examine the maslows needs hierarchy theory.
(CO1, K2)

Or

- (b) What are the contributions of Henry Fayol in Administrative Management?
(CO1, K2)

17. (a) Assess the different stages of planning process.
(CO2, K2)

Or

- (b) Evaluate the concept of Delegation of Authority and its elements.
(CO2, K2)

18. (a) Analyse the concept of Supervision and its importance.
(CO3, K3)

Or

- (b) Interpret the different types of devices of control in the organisation.
(CO3, K3)

19. (a) Describe the use of electronic technology in global business communication.
(CO4, K4)

Or

- (b) Appraise the use of Visual aids in business communication and its effects.
(CO4, K4)

20. (a) Examine the types of business reports and its need.
(CO5, K4)

Or

- (b) Draft a letter to the overseas buyer about the quality and shipment details of garments export.
(CO5, K4)

R2199

Sub. Code

652102

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

First Semester

International Business

INTERNATIONAL ECONOMICS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Absolute cost advantage is propounded by (CO1, K2)
(a) J.S Mill (b) Adam Smith
(c) David Ricardo (d) Samuelson
2. The relative strength and elasticity of demand of the two trading countries for each other's product in terms of their own products is known as (CO1, K2)
(a) Comparative advantage
(b) Reciprocal demand
(c) Cost advantage
(d) Mercantilism
3. Which among the following made several rounds of bargaining through which tariff have been reduced (CO2, K2)
(a) GATT (b) NAFTA
(c) IMF (d) IBRD

4. Government policies about export and import is called (CO2, K2)
- (a) Foreign Trade policy
 - (b) Fiscal policy
 - (c) Monetary policy
 - (d) Finance policy
5. What does the Balance of Payments (BoP) measure? (CO3, K3)
- (a) Government spending
 - (b) Trade balance
 - (c) Financial transactions with foreign entities
 - (d) Inflation rate
6. What is the primary determinant of exchange rates in the foreign exchange market? (CO3, K3)
- (a) Central bank policies
 - (b) Inflation rate
 - (c) Supply and demand for currencies
 - (d) Government fiscal policies
7. Dumping refers to: (CO4, K2)
- (a) Reducing tariffs
 - (b) Sale of goods abroad at a lower price, below their cost and price in their home market
 - (c) Buying goods at low prices abroad and selling at higher prices locally
 - (d) Expensive goods selling for low prices
8. Where is the headquarters of the EU? (CO4, K3)
- (a) Belgium
 - (b) Netherlands
 - (c) Luxembourg
 - (d) Greece
9. More expansion of foreign direct investment can boost _____. (CO5, K4)
- (a) Money circulation
 - (b) Demand
 - (c) Employment
 - (d) Unemployment

10. Technology transfer is: (CO5, K4)
- (a) Purpose oriented
 - (b) Process oriented
 - (c) Technology oriented
 - (d) Commercial oriented

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Write a detailed note on the scope of International economics. (CO1, K2)
- Or
- (b) Explain the absolute cost advantage theory. (CO1, K2)
12. (a) Outline the Technology Gap Model. (CO2, K2)
- Or
- (b) What is import substitution? (CO2, K2)
13. (a) Explain the components of BOP. (CO3, K3)
- Or
- (b) Discuss the Purchasing Power Parity theory. (CO3, K3)
14. (a) Explain trade as a substitute for growth. (CO4, K4)
- Or
- (b) Assess the various types of trade barriers in international trade. (CO4, K4)
15. (a) Appraise the significance of Foreign Direct Investment. (CO5, K4)
- Or
- (b) Outline the factors affecting international labour migration. (CO5, K4)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Examine the Comparative cost advantage theory with an example. (CO1, K2)

Or

- (b) Appraise the Heckscher-Ohlin Model in international trade. (CO1, K2)

17. (a) Assess the concept of Immiserising growth. (CO2, K2)

Or

- (b) Evaluate the growth of newly industrialized countries and its impact on advanced countries. (CO2, K2)

18. (a) Analyse the disequilibrium in BOP and adjustments for equilibrium. (CO3, K3)

Or

- (b) List out the factors determining the exchange rate. (CO3, K3)

19. (a) Discuss the advantages of free trade and trade protection. (CO4, K4)

Or

- (b) Appraise the role of European Union and its impact on International Trade. (CO4, K4)

20. (a) Examine the need and issues of Technology transfer. (CO5, K5)

Or

- (b) Assess the India's Position in attracting FDI and FPI. (CO5, K5)

R2200

Sub. Code

652103

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

First Semester

International Business

ACCOUNTING FOR MANAGERS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Carriage expenses Paid on New Machinery should be debited to _____ account. (CO1, K2)

(a) Carriage (b) Trading

(c) Profit and loss (d) Machinery

2. Prepaid expenses is shown on the _____ side of Balance Sheet. (CO1, K2)

(a) Assets

(b) Liabilities

(c) Profit and Loss Account

(d) Trading Account

3. Comparative financial analysis process shows the comparison between the items of which statement?
(CO2, K2)
- (a) Balance sheet
 - (b) Profit and loss statement
 - (c) Both (a) and (b)
 - (d) None of the above
4. Which of the below formula is correct? (CO2, K2)
- (a) $\text{Assets} = \text{Liabilities} + \text{Shareholders' funds}$
 - (b) $\text{Assets} = \text{Total funds}$
 - (c) $\text{Assets} = \text{Funds of outsiders}$
 - (d) None of the above
5. The statement prepared while conducting funds flow analysis is called _____ (CO3, K3)
- (a) Funds flow statement
 - (b) Schedule of changes in working capital
 - (c) Both (a) and (b)
 - (d) None of the above
6. Which item comes under financial activities in cash flow? (CO3, K3)
- (a) Redemption of Preference Share
 - (b) Issue of Preference Share
 - (c) Interest Paid
 - (d) All the above

7. Which one of the following is not a financial budget?
(CO4, K2)
- (a) Cash budget
 - (b) Capital budget
 - (c) Budgeted fund flow statement
 - (d) Sales budget
8. Which of the following is the term that describes the amount of time taken for a capital budgeting project to recover its initial investment?
(CO4, K3)
- (a) Investment period (b) Redemption period
 - (c) Payback period (d) Maturity period
9. Which of these is **not** an objective of Cost Accounting?
(CO5, K4)
- (a) Ascertainment of Cost
 - (b) Determination of Selling Price
 - (c) Cost Control and Cost reduction
 - (d) Assisting Shareholders in decision making
10. Element/s of Cost of a product are: (CO5, K4)
- (a) Material only
 - (b) Labour only
 - (c) Expenses only
 - (d) Material, Labour and expenses

Part B**(5 × 5 = 25)**

Answer **all** the questions not more than 500 words each.

11. (a) Explain the golden rules of double entry system.
(CO1, K2)

Or

- (b) Outline the different types of accounting. (CO1, K2)
12. (a) Discuss the need for Financial Statements analysis.
(CO2, K2)

Or

- (b) Calculate (CO2, K2)
- (i) Current ratio
- (ii) Liquid ratio from the following particulars

Liabilities	Rs.	Assets	Rs.
Equity share capital	5,00,000	Land and building	1,00,000
Preference share capital	2,00,000	Machinery	4,00,000
General reserve	1,00,000	Furniture	50,000
Secured loan	3,00,000	Inventory	3,00,000
Sundry creditors	1,00,000	Sundry debtors	3,00,000
		Cash/Bank balance	50,000
	<u>12,00,000</u>		<u>12,00,000</u>

13. (a) Explain the preparation of schedule of changes in working capital.
(CO3, K3)

Or

- (b) Discuss the use and preparation of cash flow statement.
(CO3, K3)

14. (a) Explain the budgetary control and its advantages.
(CO4, K4)

Or

- (b) Assess the features and significance of Capital Budgeting.
(CO4, K4)
15. (a) Appraise the objectives of Cost Accounting.
(CO5, K4)

Or

- (b) Calculate the Break–Even Point from the following:
(CO5, K4)

Particulars	Rs.
Fixed expenses	1,50,000
Variable cost per unit	10
Selling price per unit	15

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Examine the financial accounting concepts with an example.
(CO1, K2)

Or

- (b) The following balances were extracted from the books of Mr. Subudh on 31.12.2023
(CO1, K2)

Particulars	Rs.
Subudh's capital	15,000
Subudh's Drawings	2,700
Opening stock	11,000
Purchases	35,000
Sales	62,000
Return inward	1,200

Particulars	Rs.
Return outward	800
Wages	5,740
Salaries	8,200
Electric charges	1,120
Discount paid	770
Discount received	300
Depreciation	750
Bills payable	4,500
Plant and machinery	15,000
Provision for bad debts	1,000
Debtors	8,000
Creditors	19,800
Cash in hand	700
Cash at bank	12,800
Bills receivable	420

Prepare Trading and profit and loss account for the year ended on 31.12.2023 and a Balance sheet as on the date. The value of the closing stock is Rs. 13,500.

17. (a) Calculate (CO2, K2)

- (i) Gross profit ratio
- (ii) Operating ratio
- (iii) Operating profit ratio and
- (iv) Net profit ratio.

Particulars	Amount Rs.
Sales	21,000
Sales return	1,000
Cost of sales	16,400
Interest expenses (Non operating)	100
Income from investments	200
Administrative expenses	1,300
Selling expenses	700
Depreciation	200

Or

6

R2200

- (b) From the following information for the year ended 31st Dec 2018, You are required to prepare income statement and calculate: (CO2, K2)

- (i) Gross Profit Ratio;
- (ii) Operating Ratio;
- (iii) Net operating Profit Ratio and
- (iv) Net Profit Ratio

Total Sales - Rs. 5,00,000

Sales Return - Rs. 50,000

Gross Profit - 40% of Net Sales

Cost of good sold - Rs.??

Operating Expenses - Rs. 60,000

Non-operating Income - Rs. 21,000

Tax Rate is 50%

18. (a) Analyse the managerial uses and limitation of fund flow statement. (CO3, K3)

Or

- (b) Prepare cash flow statement from the following balance sheet of A Ltd. (CO3, K3)

Liabilities	March 1999	March 2000	Assets	March 1999	March 2000
Share capital	8000	8500	Land	5000	5000
Retained earnings	1450	2450	Plant	2400	3400
Creditors	900	500	Debtors	1650	1950
Mortgage loan	—	500	Stock	900	700
			Cash	400	900
	<u>10,350</u>	<u>11,950</u>		<u>10,350</u>	<u>11,950</u>

19. (a) The expenses for budgeted production of 10,000 units in a factory are furnished below: (CO4, K4)

	Per unit (Rs.)
Material	70
Labour	25
Variable Overheads	20
Fixed Overhead (Rs. 1,00,000)	10
Variable Expenses (Direct)	5
Selling Expenses (10% Fixed)	13
Distribution Expenses (20% Fixed)	7
Administration Expenses	5
Total Cost per unit	155

Prepare a budget for production of

- (i) 8,000 Units ii) 6,000 Units
(iii) Indicate cost per unit at both the levels.
Assume that administration expenses are fixed for all levels of production.

Or

- (b) The following particulars relating to a project. (CO4, K4)

Cost of the project	Rs. 50,500
Annual cash flows	
1 year	Rs. 5,000
2 year	Rs. 20,000
3 year	Rs. 30,000
4 year	Rs. 30,000
5 year	Rs. 10,000

Year	1	2	3	4	5
Present value at 10%	0.909	0.826	0.751	0.683	0.621

Calculate

(i) Net present value

(ii) Discounted payback period

20. (a) The following information has been obtained from X Ltd. for the period of 1st May to 31st may 2022. Prepare a Cost Sheet. (CO5, K5)

Particulars	Amount (in Rs.)
Cost of raw materials in stock (01.05.2022)	30,000
Raw materials purchased during month	2,90,000
Direct labour	40,000
Factory overheads	24,000
Direct expenses	6,000
Office overheads	12,000
Stock of finished goods (01.05.2022)	60,000
Stock of finished goods (31.05.2022)	80,000
Stock of raw materials (31.05.2022)	45,000
Selling and distribution overheads	20,000
Sales	4,00,000

Or

(b) Calculate (CO5, K5)

- (i) PV Ratio
- (ii) Breakeven point
- (iii) Profit
- (iv) Margin of safety
- (v) The volume of sales to earn profit of Rs. 6,000.

Total fixed cost Rs. 4,500.

Total Variable cost Rs. 7,500

Total sales Rs. 15,000

R2201

Sub. Code

652104

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

First Semester

International Business

ORGANISATIONAL BEHAVIOUR

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Organisational behaviour is a field of study backed by a body of associated with growing concern for people at workplace. (CO1, K2)
(a) Theory (b) Research
(c) Application (d) All of the above
2. Forces affecting organizational behaviour are (CO1, K2)
(a) People (b) Environment
(c) Technology (d) All of the above
3. _____ explains internal processes of choice among different behaviours. (CO2, K2)
(a) Equity Theory
(b) Expectancy theory
(c) Goal attain theory
(d) Goal setting Theory

4. _____ is the force of action or motivation. (CO2,K2)
- (a) Behaviour (b) Stimulus
(c) Perception (d) Attitude
5. _____ embodies a team concept, is based on the principle of mutual contribution by employer and employees (CO3,K3)
- (a) Autocratic model (b) Custodial model
(c) Supportive Model (d) Collegial Model
6. Motivation includes (CO3,K3)
- (a) job enrichment (b) Job rotation
(c) Job enlargement (d) all of the above
7. _____ power represents the compliance that is achieved based on the ability to distribute positive benefits that others view as valuable. (CO4,K2)
- (a) Legitimate (b) Coercive
(c) Reward (d) Personal
8. The process by which managers help others to acquire and use the power needed to make decisions affecting themselves and their work is called (CO4,K3)
- (a) politics
(b) managerial philosophy
(c) authority
(d) empowerment
9. A number of approaches may be used to bring about effective change within an organisation, often called intervention strategies, these include:. (CO5,K4)
- (a) Survey research and feedback.
(b) Sensitivity training and team building.
(c) Grid training.
(d) All of the above.

10. A strong organizational culture increases behavioural consistency and, therefore, can act as a substitute for:
(CO5,K4)
- (a) Followership.
 - (b) Socialization.
 - (c) Institutionalization
 - (d) Formalization

Part B

(5 × 5 = 25)

Answer all the questions not more than 500 words each.

11. (a) Explain the need and importance of organizational behaviour.
(CO1, K2)

Or

- (b) List the elements of organizational behaviour.
(CO1, K2)

12. (a) Outline the components of learning process.
(CO2, K2)

Or

- (b) What are the factors influence intelligence?
(CO2, K2)

13. (a) Explain the reasons for the formation of group in the organisation.
(CO3, K3)

Or

- (b) Discuss the advantages of group cohesiveness.
(CO3, K3)

14. (a) Explain the concept of politics in organizational behaviour.
(CO4, K4)

Or

- (b) Assess the characteristics of power. (CO4, K4)

15. (a) Appraise the determinants of organizational design.
(CO5, K4)

Or

- (b) Outline the factors contributing organizational effectiveness.
(CO5, K4)

Part C (5 × 8 = 40)

Answer all the questions not more than 1000 words each.

16. (a) Examine the different models of organizational behaviour.
(CO1, K2)

Or

- (b) Socio-cultural and economic differences influence the global organizational behaviour - Justify.
(CO1, K2)

17. (a) Assess the types and sources of stress. (CO2, K2)

Or

- (b) Evaluate the characteristics of creative individuals.
(CO2, K2)

18. (a) Analyse the group conflict and how to manage group conflict.
(CO3, K3)

Or

- (b) Explain the different types of leadership styles.
(CO3, K3)

19. (a) Discuss the types and sources of power. (CO4, K4)

Or

- (b) Appraise the factors influencing political behaviour.
(CO4, K4)

20. (a) Examine the need and issues of Technology transfer.
(CO5, K5)

Or

- (b) Assess the need for organizational change and how to manage resistance to change.
(CO5, K5)

R2202

Sub. Code

652105

M.B.A. DEGREE EXAMINATION, NOVEMBER 2024

First Semester

International Business

INFORMATION TECHNOLOGY FOR BUSINESS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. What is smallest unit of information? (CO1, K2)
(a) A bit (b) A byte
(c) A block (d) A nibble
2. The technologies which include operating system software, web browsers, software productivity suits and software for business applications are? (CO1, K2)
(a) Computer Hardware Technologies
(b) Computer Software Technologies
(c) Telecommunication and Network technologies
(d) Data Resource Management Technologies
3. Microsoft word is ———— software. (CO2, K2)
(a) Application
(b) Compiler
(c) System
(d) Programming

4. The ability to combine name and addresses with a standard document is called (CO2, K2)
- (a) Document formatting
 - (b) Database management
 - (c) Mail merge
 - (d) Form letters
5. Webinars typically use which technology to enable large-scale, interactive communications? (CO3, K2)
- (a) Email
 - (b) Audio-Video conferencing
 - (c) Telephony
 - (d) Social Media platforms
6. Which one of the following is NOT a video conferencing software? (CO3, K3)
- (a) Skype
 - (b) Zoom
 - (c) Thunderbird
 - (d) Microsoft teams
7. “Skimming” in e-banking is a method of (CO4, K3)
- (a) Converting debit card into credit card
 - (b) Transferring cash from one account to another account
 - (c) Stealing credit card information
 - (d) Intimating the customer about his heavy withdrawals.
8. _____ is an early form of E-commerce. (CO4, K2)
- (a) SCM
 - (b) EDI
 - (c) Both of these
 - (d) Neither of these
9. ATM means (CO5, K3)
- (a) Any Time Money
 - (b) Auto Truck of Money
 - (c) Automated Teller Machine
 - (d) None of above

10. What is RuPay Debit Card? (CO5, K4)
- (a) Domestic debit card
 - (b) Introduced by National Payments Corporation of India
 - (c) Accepted at all ATMs and PoS machines
 - (d) All of above

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Explain the operating software (OS). (CO1, K2)
- Or
- (b) What is the WAN network? (CO1, K2)
12. (a) Explain creating, opening, and saving the documents in MS Word. (CO2, K2)
- Or
- (b) Evaluate the creation and uses of tables in MS Excel. (CO2, K2)
13. (a) List the need for E-Mail Etiquette. (CO3, K3)
- Or
- (b) Discuss the importance of Wi-Fi environment in modern offices. (CO3, K3)
14. (a) Explain the objectives and importance of E-Commerce. (CO4, K4)
- Or
- (b) Assess the reasons for the growth of E-Commerce. (CO4, K4)
15. (a) Appraise the Credit Card (CC) and Debit Card (DC) in payment. (CO5, K4)
- Or
- (b) Outline the E-Cheque and E- Cash mechanism. (CO5, K4)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1,000 words each.

16. (a) Examine the difference between Internet and Intranet with example. (CO1, K2)

Or

- (b) Evaluate the fundamental models of e-business. (CO1, K2)

17. (a) Explain creating a Power Point Presentation (PPT) using Slide Master. (CO2, K2)

Or

- (b) Evaluate the creation and modifying data bases in MS Access. (CO2, K2)

18. (a) Analyse the Video conferencing and its uses in global era. (CO3, K3)

Or

- (b) Explain the role of Information Technology for managing International Business. (CO3, K3)

19. (a) Discuss the security of Internet banking and its methods. (CO4, K4)

Or

- (b) Appraise the RTGS and NEFT in banking. (CO4, K4)

20. (a) Examine the UPI and its payment security system. (CO5, K5)

Or

- (b) Assess the different types of Intruders and their attacking methods. (CO5, K5)

R2203

Sub. Code

652301

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

Third Semester

International Business

FOREIGN EXCHANGE MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Reduction in the value of the domestic currency by the government is called _____. (CO1, K2)
 - (a) Devaluation
 - (b) Appreciation
 - (c) Depreciation
 - (d) None of the above
2. Foreign exchange transactions involve monetary transactions _____. (CO1, K2)
 - (a) Among residents of the same country
 - (b) Between residents of two countries only
 - (c) Between residents of two or more countries
 - (d) Among residents of at least three countries

3. The exchange rate at which demand for foreign currency becomes equal to its supply, is called (CO2, K2)
- (a) Equal rate of exchange
 - (b) Mint parity
 - (c) Equilibrium exchange rate
 - (d) All of these
4. Demand for foreign currency depends upon _____ (CO2, K2)
- (a) Repayment of international loans
 - (b) Investment in the rest of the World
 - (c) Direct foreign investment in the domestic economy
 - (d) Both (a) and (b)
5. The term VOSTRO account means (CO3, K2)
- (a) One account with you
 - (b) Your account with us
 - (c) Their account with them
 - (d) None of the above
6. Under a fixed exchange rate system, the currency rate in the market is maintained through _____ (CO3, K2)
- (a) Official intervention
 - (b) Rationing of foreign exchange
 - (c) Centralizing of foreign exchange operations with the Central Bank of the country
 - (d) None of the above

7. An interest rate floor in currency swaps sets _____
(CO3, K2)
- (a) A maximum rate on floating interest rate payments
 - (b) A maximum rate on fixed interest rate payments
 - (c) A minimum rate on floating interest rate payments
 - (d) A Minimum rate on fixed-rate interest rate payments
8. Which of the following is true about a long forward contract?
(CO4, K6)
- (a) The contract becomes valuable as the price of the asset declines
 - (b) The contract becomes more valuable as the price of the asset rises
 - (c) The contract is worth zero if the price of the asset declines after the contract has been entered into
 - (d) The contract is worth zero if the price of the asset rises after the contract has been entered into
9. According to FEMA, foreign exchange does not include _____.
(CO5, K2)
- (a) Deposits payable in any foreign currency
 - (b) Bills of exchange drawn in Indian currency but payable in any foreign currency
 - (c) Traveller's cheques drawn by institutions outside India but payable in Indian currency
 - (d) Drafts drawn by banks outside India and payable in foreign currency
10. What is FEMA? (CO5, K2)
- (a) First Exchange Management Act
 - (b) Foreign Exchequer Management Act
 - (c) Foreign Exchange Management Act
 - (d) Foreign Evaluation Management Act

Part B

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Define FOREX. Discuss the top 10 currencies of the World. (CO1, K1)

Or

- (b) Describe the role of FEDAI. (CO1, K1)

12. (a) Illustrate the factors that affect the forward rates. (CO2, K2)

Or

- (b) Compare NEER and REER. (CO2, K3)

13. (a) Identify the major reasons for exchange rate volatility. (CO3, K2)

Or

- (b) Distinguish between NOSTRO and VOSTRO accounts. (CO3, K2)

14. (a) Compare the internal and external strategies to mitigate transaction risk. (CO4, K2)

Or

- (b) Classify the types of option contracts. (CO4, K2)

15. (a) Summaries the functions of RBI under FEMA. (CO5, K2)

Or

- (b) Discuss the factors to be considered for the transfer of property outside India. (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Discuss the need for quotation in Foreign Exchange Rate. Compare direct and indirect quotations. (CO1, K1)

Or

- (b) Explain the different types of foreign exchange markets. (CO1, K1)
17. (a) Illustrate the need and procedure for extension and cancellation of forward contracts. (CO2, K2)

Or

- (b) Explain the Dornbusch Overshooting model. (CO2, K2)
18. (a) Explain the causes and consequences of exchange rate volatility. (CO3, K3)

Or

- (b) Illustrate the need for sterilization of excessive forex inflow in detail. (CO3, K3)
19. (a) Explain in detail any two types of foreign rate exposure methods. (CO4, K2)

Or

- (b) Describe the types of foreign currency option in detail. (CO4, K2)

20. (a) Express the need for FEMA. Explain functions of RBI under FEMA. (CO5, K2)

Or

- (b) Explain in detail the rules for FOREX (Realisation, Repatriation and surrender of Foreign Exchange). (CO5, K2)
-

R2204

Sub. Code

652302

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

Third Semester

International Business

INTERNATIONAL MARKETING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Extension of marketing activities across the globe is called (CO1, K1)
 - (a) International business
 - (b) Universal marketing
 - (c) International Marketing
 - (d) Borderless marketing

2. EPRG stands for _____. (CO1, K1)
 - (a) Ethical, Political, Regional or Geographical orientation
 - (b) Ethnographic, Polygraphic, Regiographic or Geographic orientation
 - (c) Ethnocentric, Polycentric, regiocentric or Geocentric orientation
 - (d) Ethical, Political, Regional or geometrical Orientation

3. What do you mean by Target groups? (CO2, K2)
- (a) A group of people expected to purchase our products
 - (b) Employees
 - (c) Shop floor executives
 - (d) Population
4. God's own country is a name given to _____. (CO2, K2)
- (a) Madhya Pradesh (b) Kerala
 - (c) Karnataka (d) Kashmir
5. The value that is put for a product is known as _____. (CO3, K2)
- (a) Commission (b) Price
 - (c) Profit (d) Revenue
6. Place in marketing is also known as _____. (CO3, K1)
- (a) Physical distribution
 - (b) Channel of distribution
 - (c) Intermediary
 - (d) All of the above
7. When the group disagrees, it is usually over how the work should get done. The type of conflict experienced by your group is _____ conflict. (CO4, K2)
- (a) Relationship
 - (b) Task
 - (c) Traditional
 - (d) Process

8. _____ is the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company. (CO4, K2)
- (a) Business Analytics
 - (b) Marketing research
 - (c) Marketing survey
 - (d) Marketing information system
9. According to ACSI, the advertisement should be _____. (CO5, K2)
- (a) Misleading and plagiarizing
 - (b) Offensive to public
 - (c) Harmful product/unsafe situation
 - (d) Honest, safe, and with good quality
10. _____ is the practice of marketing and selling additional products, usually done by a salesperson who has a customer relationship. (CO5, K2)
- (a) Direct selling (b) Indirect selling
 - (c) Cross-selling (d) Link-selling

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Summarize different types of international marketing approaches. (CO1, K2)
- Or
- (b) Express the impact of cross-culture in global marketing with an example. (CO1, K2)

12. (a) Compare product standardization and product adaptation. (CO2, K4)

Or

- (b) Illustrate the need for market segmentation with an example. (CO2, K2)

13. (a) Examine the different factors that influence the price of the product. (CO3, K2)

Or

- (b) Simplify the payment procedures used in global trade. (CO3, K2)

14. (a) Compare the role of direct and indirect channels in distribution. (CO4, K4)

Or

- (b) Distinguish between international marketing information systems and international marketing research. (CO4, K4)

15. (a) Justify the reasons and need for personal selling in marketing. (CO5, K5)

Or

- (b) Explain the different types of advertising media used in international marketing. (CO5, K4)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Illustrate the factors that affect the international marketing environment. Discuss it in detail.
(CO1, K4)

Or

- (b) Explain the role of consumer behavior in an international marketing scenario with an example.
(CO1, K4)
17. (a) Explain the product life cycle development process with an example.
(CO2, K2)

Or

- (b) Express your view on the need for packaging and labeling of any product.
(CO2, K2)
18. (a) Explain the factors that affect international pricing.
(CO3, K4)

Or

- (b) Identify and state the need for a pricing strategy. Discuss the different types of global pricing strategies.
(CO3, K4)
19. (a) Generate a detailed picture of distribution channels for companies with zero distribution channel and with more than one or two distribution channels.
(CO4, K2)

Or

- (b) Examine the need for a channel management process in global trade. Discuss it in detail.(CO4, K3)

20. (a) Explain in detail of various promotion methods used to promote the product globally. (CO5, K2)

Or

- (b) Choose any global company that has implemented creativity in advertisement to promote their product. (CO5, K1)
-

R2205

Sub. Code

652303

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

Third Semester

International Business

PORT AND TERMINAL MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by
choosing the correct option.

1. There are _____ major ports in India.
(CO1, K2)
(a) 10 (b) 11
(c) 13 (d) 12
2. Which of the following ports in India have a free trade zone?
(CO1, K2)
(a) Kandla (b) Kochi
(c) Paradip (d) Tuticorin
3. What does a tanker cargo ship transport? (CO2, K2)
(a) Packaged goods
(b) Liquid cargo
(c) Non-packaged loose materials
(d) Passengers

4. Why are cargo ships essential in international trade?
(CO2, K6)
- (a) They are fast
 - (b) They are big
 - (c) They are safe
 - (d) They transport goods for trade
5. IMO was established in the year _____
(CO3, K2)
- (a) 1958 (b) 1943
 - (c) 1948 (d) 1940
6. CHA stands for _____ (CO3, K2)
- (a) Control House Agency
 - (b) Customary Holding Agency
 - (c) Custom Holding Asset
 - (d) Custom House Agent
7. Which state has the maximum number of sea ports?
(CO4, K6)
- (a) Maharashtra (b) Gujarat
 - (c) Karnataka (d) Tamilnadu
8. NASR stands for _____ (CO4, K2)
- (a) National Authority of Shipping Recycling
 - (b) National Agency for Shipping and Retailing
 - (c) National Agency for shipping and Redressal
 - (d) None of the above

9. Issues encountered in implementing port law are (CO5, K2)
- (a) Effects of port reforms
 - (b) Valuation of assets and Capitalization of new port authority
 - (c) Replacement of top management
 - (d) All of the above
10. Major Port Authorities Act was enacted in (CO5, K2)
- (a) 2001 (b) 2021
 - (c) 2011 (d) None of the above

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Summaries the functions of ports. (CO1, K2)
- Or
- (b) Classify the type of port terminals and discuss them. (CO1, K2)
12. (a) Outline the concept of dry bulk cargo with an example. (CO2, K3)
- Or
- (b) Compare the different types of containers used in shipping. (CO2, K3)
13. (a) Identify the measures taken for marine safety by IMO. (CO3, K3)
- Or
- (b) Explain the role and importance of CHA. (CO3, K3)
14. (a) Examine the factors that lead to major problems in Indian ports. (CO4, K4)
- Or
- (b) Simplify the concept of Sagarmala project. (CO4, K4)

15. (a) Outline the laws that relate to the effective implementation of security in ports. (CO5, K2)

Or

- (b) Express the need for port bye-laws. Explain any two articles of it. (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Explain in detail the different types of ports with its functions. (CO1, K2)

Or

- (b) Illustrate a detailed representation of the Legal framework of ownership. (CO1, K2)

17. (a) Classify the types of ships based on the cargo used. Explain it in detail. (CO2, K2)

Or

- (b) Explain the advantages and disadvantages of different types of liner ships. (CO2, K2)

18. (a) Construct a simple chart based on the different statutory bodies in port management. Discuss it in detail. (CO3, K3)

Or

- (b) Identify the need for ship agents and forwarders in port operation. Explain their role in detail. (CO3, K3)

19. (a) Explain the different types of port charges in detail. (CO4, K4)

Or

- (b) Compare the development of Indian ports with any one of the international ports. Identify the reasons needed for its future development. (CO4, K4)

20. (a) Explain in detail how far the international convention has a greater impact on Indian ports. (CO5, K2)

Or

- (b) Illustrate the concept and need for port law. Discuss it in detail. (CO5, K2)

R2206

Sub. Code

652304

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

Third Semester

International Business

BUSINESS IN EMERGING MARKETS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Which organization calculates the gross domestic product for India? (CO1, K2)
 - (a) Central Statistic Office
 - (b) Department of Economic Affairs
 - (c) National Sample Survey
 - (d) None of the above
2. Which of the following is not included in Demographic processes? (CO1, K6)
 - (a) Mortality
 - (b) Fertility
 - (c) Morbidity
 - (d) Social mobility

3. To be successful developed country multinationals should see emerging markets _____ as (CO2, K2)
- (a) A large and growing middle-class
 - (b) Centers of innovation
 - (c) A source of talent to reduce goods that may be sold globally
 - (d) All of the above
4. How many countries are in the emerging markets? (CO2, K2)
- (a) 22 (b) 24
 - (c) 25 (d) 28
5. More expansion of Foreign Direct Investment can boost _____. (CO3, K2)
- (a) Money circulation
 - (b) Demand
 - (c) Employment
 - (d) Unemployment
6. Business process reengineering increases overall _____. (CO3, K2)
- (a) performance (b) durability
 - (c) both (d) none of the above
7. Government, international transactions, speculation and expectation, and supply and demand are the _____ factors that cause _____. (CO4, K2)
- (a) Long-term trends
 - (b) Short-term fluctuations
 - (c) both
 - (d) None of the above

8. What does the acronym “BRICS” stand for? (CO4, K2)
- (a) Bold and Robust International cooperation in Science
 - (b) Brazil, Russia, India, China, South Africa
 - (c) Borderless Region in a Complex Society
 - (d) Business and Regional Integration for Collective Stability
9. Disruptive innovations in business are those (CO5, K2)
- (a) Create a new market by offering value products
 - (b) Involve often, new technology or a new business model to offer value to the market
 - (c) Displace established market-leading firms, products, and alliances.
 - (d) All of the above
10. What were some of the topics discussed during the 15th BRICS summit? (CO5, K2)
- (a) Environmental conservation and sustainability
 - (b) Global economic recovery and partnership with Africa
 - (c) Space exploration and Lunar Research
 - (d) Cyber security and digital innovation

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each:

11. (a) Discuss the impact of infrastructure in the emerging markets. (CO1, K6)

Or

- (b) Choose any one fastest growing economy in the World. Explain the effect of GDP on it. (CO1, K6)

12. (a) Categories the challenges faced by emerging markets. (CO2, K4)

Or

- (b) Discuss the characteristics of emerging market. (CO2, K4)

13. (a) Illustrate the reasons why entrepreneurship is considered important in emerging economies. (CO3, K2)

Or

- (b) Compare benchmarking and process re-engineering. (CO3, K2)

14. (a) Mention the four determinants of the attractiveness of emerging markets. Discuss it. (CO4, K2)

Or

- (b) Outline the impact of four main economic factors that account for the shaping of emerging markets. (CO4, K2)

15. (a) State the reasons for the emergence of low-cost business models in emerging markets. (CO5, K2)

Or

- (b) Generate a list of ways to manage risk in emerging markets. (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Compare wealth, productivity and inequality of any emerging markets. (CO1, K2)

Or

- (b) Discuss in detail the factors of macroeconomic instability. (CO1, K2)

17. (a) Compare the factors that contribute to the growth of any two emerging economies. (CO2, K3)

Or

- (b) Explain in detail the evolution of emerging markets. Discuss the significant reasons. (CO2, K3)

18. (a) Why FDI is considered as a vital component of the global economy. Discuss it in detail. (CO3, K5)

Or

- (b) Discuss the relation between corporate governance and FDI. Explain it in detail with an example. (CO3, K5)

19. (a) Examine the reasons of the attractiveness of today's emerging markets. Explain it in detail. (CO4, K2)

Or

- (b) Explain the need for operationalizing a four-dimensional analysis of emerging markets with an example. (CO4, K2)

20. (a) Discuss the factors that influence setting a low-cost business model. state the reasons for its sustainability in the market. (CO5, K4)

Or

- (b) Examine how innovation leads to success of emerging markets. Explain it with an example. (CO5, K4)
-

R2207

Sub. Code

652501

M.B.A DEGREE EXAMINATION, NOVEMBER – 2024

Third Semester

International Business

**Elective: CUSTOMS PROCEDURES AND
DOCUMENTATION**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option.

1. The rate at which the duties of customs shall be levied under the Customs Act are specified in the first and Second schedules _____. (CO1, K2)
(a) True (b) False
2. How many types of bill of entries are there (CO1, K2)
(a) 2 (b) 3
(c) 1 (d) 4
3. Under the Customs Act, of 1962, the rulemaking power is delegated to _____. (CO2, K2)
(a) Central Board of Indirect Tax and Customs
(b) Central government
(c) Respective state governments
(d) Party to Central and partly to State governments

4. Which of the following statements is correct? (CO2, K6)
- (a) All imported goods are dutiable goods.
 - (b) Market price, about any goods, means the retail price of the goods in the ordinary course of trade in India.
 - (c) All dutiable goods are imported good
 - (d) All of the above.
5. Foreign trade is considered important for _____. (CO3, K2)
- (a) Brand Survival (b) Growth of any country
 - (c) Both (d) None
6. Whether credit on inputs should be availed based on _____. (CO3, K2)
- (a) Receipt of good
 - (b) Receipt of document
 - (c) Both
 - (d) Either receipt documents or receipt of goods
7. Which of the following statements is/are correct regarding GST in India? (CO4, K6)
- (a) Unlike direct taxes, indirect taxes are not shared by user/consumer in India
 - (b) Indirect taxes are regressive
 - (c) France was the first country to implement ST
 - (d) GST was first mooted by Keller task force in 2004.

8. Which was the first state in India to pass to GST bill?
(CO4, K6)
- (a) Tamilnadu (b) Gujarat
- (c) Maharastra (d) Assam
9. ICES was developed to implement various provisions of the _____.
(CO5, K2)
- (a) Customs Act (b) CTA
- (c) CETA (d) All of the above
10. _____ is the e-commerce portal of the Central Board of Excise and Customs.
(CO5, K2)
- (a) iCAFE (b) ICEGATE
- (c) ICES (d) None of the above

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each:

11. (a) Express your views on the need for bills entry.
(CO1, K2)

Or

- (b) Outline the different types of documents to be filed along with the shipping bills.
(CO1, K2)

12. (a) Compare the condition for free re-entry and recovery of goods as per the Customs Act. (CO2, K4)

Or

- (b) Simplify list of goods that are prohibited as per Customs Act 1962. (CO2, K4)

13. (a) Identify the need for COFEPOSA Act. (CO3, K3)

Or

- (b) Construct a simple example stating how tax is levied on a manufactured product. (CO3, K3)

14. (a) Simply and represent the role of authorized dealers as per FEMA 2000. (CO4, K4)

Or

- (b) Classify the types of GST and discuss it. (CO4, K4)

15. (a) Summarise the benefits of registration at ICEGATE. (CO5, K2)

Or

- (b) Outline the functions of different software used in customs (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Illustrate the list of documents and their need for a smooth customs clearance process. (CO1, K2)

Or

- (b) Express in detail the role of a customs broker in the export and import of goods. (CO1, K2)

17. (a) Examine in detail the offense and penal provisions under the Customs Act, of 1962. (CO2, K4)

Or

- (b) Generate a detailed explanation on the need for bonds to import the goods. Discuss the situations they face if the bond is not cleared. (CO2, K4)

18. (a) Identify the challenges of the COFEPOSA Act. Discuss it in detail (CO3, K3)

Or

- (b) Construct a detailed report stating the pre-requisite to start an Export/Import business as per FTDR-1992. (CO3, K3)

19. (a) Identify the role of place of supply concerning IGST. Justify it with an example. (CO4, K4)

Or

- (b) Examine the power of the Reserve Bank to inspect authorized persons. Discuss it in detail. (CO4, K4)

20. (a) Illustrate the commonly observed errors in the formats rejected at the ICEGATE. Justify it with an example. (CO5, K2)

Or

- (b) Express in general how far the information system is helpful for customs clearance. Discuss in detail any two of the software used for it. (CO5, K2)
-

R2208

Sub. Code

652502

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024

Third Semester

International Business

**Elective — INTERNATIONAL BUSINESS
ENVIRONMENT**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by
choosing the correct option.

1. The following are the examples of economic factors except _____ (CO1, K2)
 - (a) Economic growth
 - (b) Interest rates
 - (c) Trade restrictions and tariffs
 - (d) All of the above

2. Globalization refers to _____ (CO1, K2)
 - (a) Lower incomes worldwide
 - (b) Less foreign trade and investment
 - (c) Global warming and its effects
 - (d) A more integrated and interdependent World

3. The National Board for Micro, Small, and Medium Enterprises meets once every _____ months in a year. (CO2, K2)
- (a) 2 (b) 6
(c) 4 (d) 3
4. Corporate governance involves the exercise of control over a company's _____. (CO2, K2)
- (a) Finance and accounting departments
(b) Manufacturing facilities
(c) Entire corporate direction
(d) Marketing and human resources departments
5. The _____ environment refers to the factors that affect the consumer's purchasing power. (CO3, K2)
- (a) Cultural (b) Global
(c) Economic (d) Political
6. FDI is the formulation policy of which nodal department? (CO3, K2)
- (a) NABARD
(b) SEBI
(c) Department of promotion of industry and internal trade
(d) RBI
7. Technology transfer is _____. (CO4, K2)
- (a) Purpose-oriented
(b) Process-oriented
(c) Technology-oriented
(d) Commercial-oriented

8. Protection of technology has not been extended to the services sector. (CO4, K2)
- (a) True
- (b) False
9. Patent is a _____ (CO5, K2)
- (a) Transferable property
- (b) Negotiable Property
- (c) Non-transferable property
- (d) Real property
10. The total set of carbon emissions caused by an individual. (CO5, K2)
- (a) Carbon cycle
- (b) Carbon handprint
- (c) Carbon footprint
- (d) Carbon summary

Part B (5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Outline the major reasons stating the need for scanning of international environment. (CO1, K2)
- Or
- (b) Illustrate the advantages and disadvantages of PESTLE analysis. (CO1, K2)

12. (a) Summaries the political factors that directly affects the financial sources for an industry. (CO2, K2)

Or

- (b) Construct a list of government policies implemented for the beneficiary of MSMEs. (CO2, K3)

13. (a) Outline the role of banks in international business. (CO3, K2)

Or

- (b) Summaries the concept of tax havens. (CO3, K2)

14. (a) Express the need for clean technology. (CO4, K2)

Or

- (b) Outline the major implication of technology policy for effective business operations. (CO4, K2)

15. (a) Illustrate the role of WIPO. (CO5, K2)

Or

- (b) Outline the basic rights of consumers as per international organisation of consumers. (CO5, K2)

Part C (5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Explain in detail how far organisations experienced the threats and opportunities after LPG with an example. (CO1, K2)

Or

- (b) Outline the important factors that has a greatest impact on international business. Give an example for the failure or success of the company based on this. (CO1, K2)

17. (a) Outline the role of government in promotion of international business. Explain it in detail.

(CO2, K3)

Or

- (b) Express in detail the characteristics of international business environment.

(CO2, K3)

18. (a) Explain in detail about the significant need for EXIM policy in promotion of international business.

(CO3, K5)

Or

- (b) Show the trend in Global GDP. State the relationship between GDP and International trade.

(CO3, K5)

19. (a) Classify the types of socio-cultural factors that has greater impact on international business. Discuss it in detail.

(CO4, K2)

Or

- (b) Explain in detail the impact of technology with respect to socio and economic implication. (CO4, K2)

20. (a) Explain in detail the various legal factors that affects the international business environment.
(CO5, K2)

Or

- (b) Compare the major legal challenges faced for entry into primary and secondary capital markets. Discuss it in detail disadvantages in detail.
(CO5, K2)
-