

R3743

Sub. Code

652301

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

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 type questions by choosing the correct option.

1. Which of the following is a retail foreign exchange market participant? (CO1, K1)
 - (a) Central banks
 - (b) Export organizations
 - (c) Individual traders
 - (d) Financial regulatory bodies

2. Arbitrage in foreign exchange markets involves:(CO1, K1)
 - (a) Investing in real estate
 - (b) Profit-making from exchange rate differentials
 - (c) Speculating on market volatility
 - (d) Long-term currency holding

3. Covered Interest Rate Parity ensures: (CO2, K2)
- (a) Stability of spot rates
 - (b) No arbitrage opportunities in forward markets
 - (c) Constant inflation rates
 - (d) Market independence
4. Forecasting exchange rates is primarily influenced by: (CO2, K2)
- (a) Geopolitical stability
 - (b) Domestic trade policies
 - (c) Asset market trends
 - (d) Tax regulations
5. NEER stands for: (CO3, K3)
- (a) Nominal External Economic Rate
 - (b) Net Economic Exchange Rate
 - (c) New Exchange Rate
 - (d) Nominal Effective Exchange Rate
6. Which factor is most relevant for determining REER? (CO3, K3)
- (a) Inflation rate differentials
 - (b) Population growth
 - (c) Fixed exchange rate systems
 - (d) Gold reserves

7. Transaction exposure can be mitigated through:(CO4, K4)
- (a) Asset revaluation
 - (b) Devaluation of currency
 - (c) Inflation adjustment
 - (d) Money market hedges
8. Translation risk is most associated with: (CO4, K4)
- (a) Import tariffs
 - (b) Consolidation of financial statements
 - (c) Domestic market operations
 - (d) Spot exchange rates
9. Under FEMA, an individual can hold foreign currency:
(CO5, K2)
- (a) Without any limit
 - (b) For specific approved purposes
 - (c) Only through bank accounts
 - (d) By investing in international equity
10. The acquisition of foreign property is regulated under:
(CO5, K2)
- (a) FEMA rules
 - (b) RBI circulars
 - (c) SEBI regulations
 - (d) Export policies

Part B

(5 × 5 = 25)

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

11. (a) Discuss the significance of the interbank foreign exchange market. (CO1, K1)

Or

- (b) Explain the concept of options market. (CO1, K1)

12. (a) Evaluate the implications of Purchasing Power Parity on currency value. (CO2, K2)

Or

- (b) Write a note on the concept of Nominal Effective Exchange Rate. (CO2, K2)

13. (a) Analyze the difference forms of exchange control measure. (CO3, K3)

Or

- (b) Discuss the features of fixed and floating exchange rates in economic stability. (CO3, K3)

14. (a) Explain the internal techniques used for managing exchange rate risks. (CO4, K4)

Or

- (b) Evaluate the effectiveness of external hedging methods such as futures and options. (CO4, K4)

15. (a) Outline the functions of RBI under FEMA in regulating foreign exchange transactions. (CO5, K2)

Or

- (b) Describe the provisions related to borrowing and lending in foreign currency under FEMA. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Discuss the nature, size, and participants of foreign exchange markets. (CO1, K1)

Or

- (b) Examine the functions of FEDAI in the Indian foreign exchange market. (CO1, K1)

17. (a) Analyze the key factors influencing forward exchange rates. (CO2, K2)

Or

- (b) Discuss the impact of asset market trends on exchange rate forecasting techniques. (CO2, K2)

18. (a) Evaluate the causes of exchange rate volatility in international trade. (CO3, K3)

Or

- (b) Examine the different methods of sterilization of excessive forex inflow. (CO3, K3)

19. (a) Discuss the implications of transactions and translation risks on multinational corporations.

(CO4, K4)

Or

- (b) Explain advanced risk management tools like swaps and derivatives with examples. (CO4, K4)

20. (a) Discuss the procedure for acquisition of property in and outside India as per FEMA, 1999. (CO5, K2)

Or

- (b) Discuss the objectives and need of FEMA, 1999
(CO5, K2)
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R3744

Sub. Code

652302

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

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 type questions by choosing the correct option.

1. Which of the following is a key objective of international marketing? (CO1, K1)
 - (a) Domestic expansion
 - (b) Market entry strategies
 - (c) Cultural understanding
 - (d) Profit generation in global markets

2. The term “polycentric approach” in international marketing refers to : (CO1, K1)
 - (a) A centralized marketing strategy
 - (b) A home-country-oriented strategy
 - (c) Local adaptation of marketing efforts
 - (d) A global standardized approach

3. Which factor does not influence product decisions in international marketing? (CO2, K2)
- (a) Local consumer preferences
 - (b) International trade regulations
 - (c) Regional climate conditions
 - (d) Domestic sales data
4. The product life cycle consists of which stage? (CO2, K2)
- (a) Introduction, Growth, Maturity, Decline
 - (b) Development, Pricing, Distribution, Promotion
 - (c) Entry, Exit, Promotion, Pricing
 - (d) Launch. Expansion, Saturation, Decline
5. What does “skimming pricing” mean in international markets? (CO3, K3)
- (a) Setting low prices to penetrate a new market
 - (b) Setting high prices to maximize early profits
 - (c) Charging based on production costs
 - (d) Offering discounts to attract customers
6. A primary factor in transfer pricing is : (CO3, K3)
- (a) Export documentation
 - (b) Internal tax optimization
 - (c) Government subsidies
 - (d) Competitor pricing strategies

7. A direct distribution channel involves : (CO4, K3)
- (a) Manufacturer to retailer
 - (b) Manufacturer to wholesaler to consumer
 - (c) Manufacturer to consumer
 - (d) Manufacturer to exporter
8. Which of the following is a challenge in managing international distribution systems? (CO4, K3)
- (a) Cross-border legal requirements
 - (b) Seasonal pricing variations
 - (c) Cultural differences in product design
 - (d) Internal staff training
9. Which of the following is a form of advertising in international markets? (CO5, K4)
- (a) Point of sale displays
 - (b) Direct marketing
 - (c) Print and digital media
 - (d) All of the above
10. What is a key advantage of trade fairs in international promotion? (CO5, K4)
- (a) High-cost efficiency
 - (b) Direct interaction with potential customers
 - (c) Increased product standardization
 - (d) Lower communication costs

Part B

(5 × 5 = 25)

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

11. (a) Explain the various approaches of international marketing. (CO1, K1)

Or

- (b) Summarize the process of consumer decision making. (CO1, K1)

12. (a) Analyse the differences between product standardization and product adaptation in international marketing context. (CO2, K2)

Or

- (b) Discuss the role of packaging and labelling in international marketing. (CO2, K2)

13. (a) Explain the role of competitive pricing as a pricing strategy in international markets. (CO3, K3)

Or

- (b) Discuss how international companies handle pricing challenges caused by global factors. (CO3, K3)

14. (a) Describe the importance of channel adaptation in international marketing. (CO4, K3)

Or

- (b) Explain the internationalization of retailing grey market. (CO4, K3)

15. (a) Explain the concept of promotion mix as per international marketing context. (CO5, K4)

Or

- (b) Explain the ethics of advertisement in international market. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Elaborate on the motives for international marketing with relevant examples. (CO1, K1)

Or

- (b) Discuss the significance of international market entry strategies and their types. (CO1, K1)

17. (a) Explain the product life cycle and its implications in international marketing. (CO2, K2)

Or

- (b) Discuss the process and challenges of introducing a new product into global markets. (CO2, K2)

18. (a) Analyze and suggest the best pricing strategies for various stages of product life cycle in international markets. (CO3, K3)

Or

- (b) Discuss in detail about the process of global tender. (CO3, K3)

19. (a) Evaluate the role of Information systems and marketing research in international market.
(CO4, K3)

Or

- (b) Explain the different types of intermediaries in international market.
(CO4, K3)

20. (a) List out the various types of sales promotion and assess its importance in international market.
(CO5, K4)

Or

- (b) Analyze the impact of webcast and net based advertisement in international marketing.
(CO5, K4)

R3745

Sub. Code

652303

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

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 type questions
by choosing the correct option.

1. Which type of port is located inland and supports EXIM trade through multimodal transport? (CO1, K2)
(a) Seaport (b) Dry Port
(c) Hub Port (b) Anchorage Port
2. Which international port is known as a transshipment hub in Southeast Asia? (CO1, K1)
(a) Chennai (b) Singapore
(c) Dubai (d) Mombasa
3. Which type of ship is primarily used to transport unpackaged bulk cargo like coal or grains? (CO2, K1)
(a) Container ship (b) Dry bulk carrier
(c) Ro-Ro ship (d) Tanker

4. The management of cargo operations both on board and ashore is a function of (CO2, K2)
- (a) CHA
 - (b) Port operator
 - (c) Marine agent
 - (d) Port trust
5. Which statutory body assists in customs clearance at Indian ports? (CO3, K1)
- (a) Port Health Officer
 - (b) Marine Safety Department
 - (c) Customs House Agent (CHA)
 - (d) Immigration Officer
6. The Sagarmala Project primarily aims to develop (CO4, K2)
- (a) Road networks
 - (b) Inland airstrips
 - (c) Port-led economic zones
 - (d) Tourism centers
7. Port charges levied for docking and navigation fall under (CO3, K2)
- (a) Cargo service fees
 - (b) Demurrage
 - (c) Navigational dues
 - (d) Customs duties

8. The national body responsible for ship recycling in India is known as (CO4, K1)
- (a) MoPSW (b) DG Shipping
(c) NASR (d) FIEO
9. Which international convention addresses marine pollution and is relevant to port operations? (CO5, K1)
- (a) MARPOL (b) SOLAS
(c) UNCLOS (d) WTO
10. Which port ownership model allows private players to operate under long-term lease agreements? (CO5, K2)
- (a) Trust Model
(b) Department Model
(c) Landlord Model
(d) Service Port Model

Part B

(5 × 5 = 25)

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

11. (a) Explain the various functions of ports in international trade and logistics with suitable examples. (CO1, K3)

Or

- (b) Differentiate between dry ports and seaports. How do inland Container Depots (ICDs) contribute to EXIM growth in India? (CO1, K4)

12. (a) Classify various types of ships based on the cargo they carry and explain their operational routes. (CO2, K3)

Or

- (b) What are the Ore/Oil and OBO (Ore-Bulk-Oil) carriers? Discuss their advantages in cargo transportation (CO2, K4)
13. (a) Discuss the methods used for measuring port performance. How does it help in enhancing port efficiency? (CO3, K4)

Or

- (b) Describe the roles and responsibilities of statutory bodies like CHA, Immigration, and Port Health Authority in port operations. (CO3, K3)
14. (a) Examine the nature of port competition and the key factors influencing competitive advantage among ports. (CO4, K4)

Or

- (b) What is the Sagarmala Project? Discuss its objectives and expected impact on port-led development in India. (CO4, K3)
15. (a) Explain the legal framework governing port constitutions and port ownership in India. (CO5, K4)

Or

- (b) Discuss the impact of international conventions (e.g., IMO, SOLAS, MARPOL) on Indian port management and safety standards. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Analyze the geographical factors influencing the location of major ports around the world. (CO1, K5)

Or

- (b) Compare different ownership structures of ports and discuss their implications on port efficiency and governance. (CO1, K5)

17. (a) Examine how the design of a ship is influenced by the type of cargo and trade route it operates on. (CO2, K5)

Or

- (b) Differentiate between dry bulk cargo ships and general-purpose cargo ships using practical trade examples. (CO2, K4)

18. (a) Analyze the importance of safety management in ports. How does it impact cargo and personnel safety? (CO3, K5)

Or

- (b) Explain the basic rationale behind port business and its economic significance in global trade. (CO3, K5)

19. (a) Discuss various types of port charges levied on vessels and cargoes. How do statutory and commercial charges differ? (CO4, K5)

Or

- (b) Describe the role and functions of the National Authority for Shipping Recycling (NASR). How does it influence port regulations? (CO5, K4)
20. (a) Examine the legal provisions related to port security. What are the key security laws and enforcement measures? (CO5, K5)

Or

- (b) Analyze the liability of port operators in case of cargo loss or damage. What insurance mechanisms exist? (CO5, K5)
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R3746

Sub. Code

652304

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

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 type questions by choosing the correct option.

1. What demographic trend is most likely to drive wealth creation in emerging markets? (CO1, K1)
 - (a) Aging populations with increased healthcare needs
 - (b) Declining birth rates and shrinking labour force
 - (c) A large and growing middle class of young consumers
 - (d) A stagnant population with slow urbanization

2. Why are first-time buyers significant in the context of consumption patterns in emerging markets? (CO1, K1)
 - (a) They primarily purchase luxury goods, boosting exports.
 - (b) They drive demand for affordable goods and housing.
 - (c) Their purchasing decisions have minimal impact on GDP growth.
 - (d) They are more likely to invest in financial markets than spend on consumption.

3. What is the significance of emerging economies in the global market? (CO2, K1)
- (a) They are insignificant due to their unstable financial systems.
 - (b) They contribute to global economic growth and attract investment.
 - (c) They only benefit local industries without affecting the global market.
 - (d) They rely heavily on foreign aid, limiting global influence.
4. Which characteristic is typically associated with emerging economies? (CO2, K1)
- (a) Stagnant GDP growth
 - (b) High dependency on agriculture
 - (c) Rapid urbanization and industrialization
 - (d) Limited access to global markets
5. Which strategy is commonly adopted by Emerging Market Multinationals (EMMs) to compete in the global economy? (CO3, K1)
- (a) Focus on low-cost manufacturing only
 - (b) Investing in advanced R and D and acquiring foreign brands
 - (c) Avoiding partnerships and relying solely on domestic markets
 - (d) Local market demands in favour of global standards

6. In Entrepreneurship within Emerging Economies, which of the following is often considered a key challenge? (CO3, K1)
- (a) Saturated markets
 - (b) Limited access to capital and infrastructure
 - (c) Excessive innovation
 - (d) Over-reliance on government subsidies
7. The cultural dimension of emerging markets typically refers to: (CO4, K1)
- (a) The stability of government policies
 - (b) Consumer preferences, values and behaviour
 - (c) The availability of natural resources
 - (d) Financial regulations
8. Economic factors in emerging markets include: (CO4, K1)
- (a) Gross Domestic Product (GDP) growth and income distribution
 - (b) Climate patterns and geographic location
 - (c) Tax policies and government interventions
 - (d) Social norms and traditions
9. What is a major factor driving innovation in emerging markets related to electric cars? (CO5, K1)
- (a) High-cost manufacturing methods
 - (b) The increasing demand for low-cost solutions
 - (c) Focus on luxury car models
 - (d) Strict regulations in developed markets

10. Which of the following is a key lever in reducing product costs in emerging markets? (CO5, K1)
- (a) Increased advertising expenditure
 - (b) Importing high-cost materials
 - (c) Simplifying product designs
 - (d) Expanding retail stores

Part B

(5 × 5 = 25)

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

11. (a) Compare the economic challenges faced by emerging markets with those of developed economies. (CO1, K2)

Or

- (b) Assess the impact of political instability on the economic performance of emerging markets. (CO1, K5)

12. (a) What is the significance of emerging economies in the global economy? (CO2, K1)

Or

- (b) What are the key reasons for the emergence of these economies? (CO2, K1)

13. (a) Analyze the role of Foreign Direct Investment in enhancing productivity growth in emerging markets. (CO3, K4)

Or

- (b) Evaluate how Emerging Market Multinationals (EMMs) leverage their home-country advantages in international markets. (CO3, K5)

14. (a) Compare and contrast market size and infrastructure as determinants of emerging market attractiveness. (CO4, K2)

Or

- (b) Assess the importance of cultural and social dynamics in shaping operational strategies for businesses in emerging markets. (CO4, K5)

15. (a) Explain why design effectiveness is crucial for sustainable low-cost solutions in emerging markets. (CO5, K2)

Or

- (b) How can a company entering an emerging market use low-cost business models to compete effectively in the electric vehicle (EV) industry? (CO5, K1)

Part C

(5 × 8 = 40)

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

16. (a) Analyze the relationship between political instability and economic performance in emerging markets. Provide specific examples to support your analysis. (CO1, K4)

Or

- (b) Evaluate the role of infrastructure development in improving wealth and productivity in emerging markets. Provide examples to justify your evaluation. (CO1, K5)

17. (a) Identify three features of emerging economies and discuss how businesses can leverage these features for growth. (CO2, K3)

Or

- (b) Analyze the opportunities and challenges faced by businesses operating in emerging markets. (CO2, K4)

18. (a) How can entrepreneurship drive innovation and economic growth in emerging economies? Provide practical examples to support your answer. (CO3, K1)

Or

- (b) Critically assess the role of Business Process Reengineering (BPR) in enhancing organizational efficiency in emerging markets. What are the potential risks? (CO3, K5)

19. (a) As a multinational company considering entry into an emerging market, how would you assess the economic environment? (CO4, K1)

Or

- (b) Compare and contrast the role of infrastructure and cultural dynamics in shaping market entry strategies in emerging markets. (CO4, K2)

20. (a) Demonstrate how managing risk in emerging markets can influence the success of electric car manufacturers. (CO5, K2)

Or

- (b) Analyze the impact of driving down factor costs on the affordability of electric vehicles in emerging markets. (CO5, K4)

R3747

Sub. Code

652501

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025

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 type questions by choosing the correct option.

1. Who is responsible for preparing bills of entry and shipping bills in international trade? (CO1, K1)
 - (a) Exporter
 - (b) Importer
 - (c) Customs Broker (CB)
 - (d) Shipping Agent

2. Which document is essential for the clearance of vessels at customs? (CO1, K1)
 - (a) Bill of Lading
 - (b) Shipping Invoice
 - (c) Bill of Entry
 - (d) Letter of Credit

3. Which Act governs the prohibition of certain goods at Customs Stations? (CO2, K1)
- (a) Foreign Trade Act, 1992
 - (b) Customs Act, 1962
 - (c) COFEPOSA Act, 1974
 - (d) IGST Act, 2017
4. What is the process of keeping goods in a customs warehouse until clearance called? (CO2, K2)
- (a) Seizure
 - (b) Bonding Procedure
 - (c) Free Entry
 - (d) Export Rebates
5. Which Act deals with the development and regulation of foreign trade? (CO2, K1)
- (a) COFEPOSA Act, 1974
 - (b) Foreign Exchange Management Act, 2000
 - (c) Foreign Trade (Development and Regulation) Act, 1992
 - (d) IGST Act, 2017
6. What is the primary role of information technology in exports and imports? (CO3, K2)
- (a) Inventory management
 - (b) Transportation
 - (c) Documentation and tracking
 - (d) Pricing decisions

7. Which Act governs Forex transactions for exports and imports? (CO4, K1)
- (a) Customs Act, 1962
 - (b) CGST Act, 2017
 - (c) FEMA, 2000
 - (d) COFEPOSA Act, 1974
8. IGST is collected in which of the following cases? (CO4, K2)
- (a) Local sales within a state
 - (b) Supply of goods under interstate trade or commerce
 - (c) Export of services
 - (d) Collection of import duty
9. What does ICEGATE stand for? (CO5, K1)
- (a) Indian Customs Electronic Gateway
 - (b) International Customs E-Governance Access Terminal
 - (c) Indian Commerce Electronic Gateway Terminal
 - (d) Indian Cargo and Export Gate
10. Which system is used for the electronic filing of shipping bills and bills of entry? (CO5, K1)
- (a) SAP
 - (b) ICEGATE
 - (c) ERP
 - (d) CRM

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of a Customs Broker (CB) and list their qualifications and duties. (CO1, K3)

Or

- (b) Discuss the types of documents filed for customs clearance such as bills of entry and shipping bills. (CO1, K3)

12. (a) What is the bonding procedure at customs stations? Briefly explain its importance. (CO2, K3)

Or

- (b) List and explain any four prohibited items under the Customs Act 1962. (CO2, K2)

13. (a) What are the major features of the COFEPOSA Act 1974? (CO2, K2)

Or

- (b) Write a short note on Export Related Provisions such as Bond, Rebate, and Tax Credits, (CO3, K3)

14. (a) Describe the procedure for IGST collection on interstate trade. (CO4, K3)

Or

- (b) Write a note on the Foreign Exchange Management Act (FEMA) 2000 related to exports and imports. (CO4, K3)

15. (a) What is ICEGATE? Explain its role in Indian Customs clearance. (CO5, K3)

Or

- (b) Explain the significance of IT in Customs, especially in filing electronic bills of entry. (CO5, K3)

Part C

(5 × 8 = 40)

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

16. (a) Describe in detail the various aspects of customs clearance including arrival, entry, assessment, and payment of duty. (CO1, K4)

Or

- (b) Explain the tariff classification, value determination, and conversion of currency in customs. (CO1, K4)

17. (a) Discuss the procedure of re-importation and re-exportation of goods along with legal implications under the Customs Act. (CO2, K4)

Or

- (b) Explain the offences and penalties under the Customs Act related to merchandise examination at ports. (CO2, K4)

18. (a) Critically examine the role of Information Technology in export-import documentation and tracking. (CO3, K5)

Or

- (b) Analyze the Foreign Trade Act, 1992 and its impact on international trade development. (CO3, K5)

19. (a) Evaluate the GST and IGST provisions related to exports, including exemptions and apportionment of tax. (CO4, K5)

Or

- (b) Explain the process and key documents involved in excise clearance and customs clearance. (CO4, K4)
20. (a) Illustrate the workflow of Indian Customs Electronic Data Interchange System (ICES) with a suitable diagram or example. (CO5, K5)

Or

- (b) Discuss how IT-enabled procedures have improved the efficiency of customs operations in India. (CO5, K5)
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