



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100

Max Time: 180 Mins

Weightage: 50 %

Set A

COMPREHENSIVE EXAMINATION

II Semester 2016-2017

Course: **MBA A108, International Business &
Emerging Markets**

5 June 2017

Instructions:

- i. Write legibly

Part A

(10Q x 2M= 20 Marks)

1. How could a computer retailer increase the responsiveness of the company's supply chain?
2. Differentiate between licensing and franchising.
3. Discuss the relationship between international orientations and foreign market entry.
4. What are the different parameters of measuring the economic environment of an international business?
5. What is Intellectual Property Rights? Describe its importance in International Market?
6. How does contract manufacturing differ from management contract?
7. What is the purpose of export intermediaries?
8. What is International Strategic alliance?
9. Enumerate the complexities of distribution in the global market.
10. "International HRM includes the important issues of labour unions and their intervention".
Comment.

Part B

(8Q x 5M= 40 Marks)

11. Why should a firm such as Dell take into account total supply chain profitability when making decision?
12. What are the benefits to Apple of outsourcing the assembly of the iPhone to foreign countries, and particularly in China? What are the potential costs and risks to Apple?
13. Why is the assessment of internal resources critical as early as possible in developing a global strategic plan?
14. Define strategic planning. How does strategic planning for international marketing differ from that for domestic marketing?
15. Imagine that the United States was composed of many separate countries with individual trade barriers. What marketing effects might be visualized?
16. What are the different forms of Economic Integration? State the benefits and disadvantages of Economic Integration?

17. What is WTO and how it is different from the GATT? What are the fundamental principles of trading system under WTO?
18. A specialty chemical company is considering expanding its operating into Brazil, where five companies dominate the consumption of specialty chemicals, what sort of distribution network should this company use?

Part C

(2 Q x 20 M= 40 Marks)

19. Identify and explain the different types of strategies under stability, growth, retrenchment and combination corporate level strategies in International market. Quote examples to explain each of these strategies.
20. Suppose you are an International Brand Manager of Mahindra Reva E2O Electric car. You want to launch this car in European market in 2018. What are the International Marketing task factors you will consider before take a strategic decision.



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Max Marks: 50

Max Time: 120 Mins

Weightage: 25 %

Set A

TEST 2

II Semester 2016-2017

Course: MBA A108, **International Business & Emerging Markets**

13th April'17

Instructions:

- i. Write legibly

Part A

(6 Q x 1 M= 6 Marks)

1. How could a grocery retailer use retailer to increase the responsiveness of the company's supply chain?
2. Differentiate between franchising and licensing.
3. What are the some ways that a firm such as Wal-Mart benefits from judicious sourcing decisions?
4. Discuss the basic international inventory issues.
5. How does the international sale of services differ from the sale of goods?
6. How has the internet affected you as a service consumer?

Part B

(8Q x 4M= 32 Marks)

1. In what way do supply chain flows affect the success or failure of a firm such as Amazon? List two Strategic supply chain decisions that have a significant impact on supply chain profitability.
2. Explain the issues involved in the Globalization-versus-localization debate in international marketing;
3. Price escalation is a major pricing problem for the international marketer. How can this problem counteracted? Discuss.
4. Enumerate the complexities of distribution in the global market.
5. Discuss the importance of promotional strategies an organization can use in International market?
6. "If the product sells in Dallas, it will sell in Tokyo or Berlin" Comment.
7. "International HRM includes the important issues of labour unions and intervention". Comment.
8. Explain how an efficient logistics function can help an International business compete more effective in the global market place.

Part C

(1 Q x 12 M= 12 Marks)

1. Suppose that you are a HRM manager of Google, a multinational organization. What would be your HR policy to run its operation in Myanmar?



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Max Marks: 50

Max Time: 55Mins

Weightage: 25 %

Set A

TEST 1

II Semester 2016-2018 Course: **MBA A 108, International Business & Emerging Market**

23rd Feb'17

Instructions:

- i. Write legibly
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Part A

(5 Q x 1 M= 5 Marks)

1. What is International Business?
2. What is 'vision' of an organization?
3. Define 'goal' and 'objectives' of an organization?
4. What is VRIO model?
5. What is corporate level strategy?

Part B

(5 Q x 5 M= 25 Marks)

1. What is / are the role of BCG matrix in International operation.
2. Describe Porter's value chain model and it's importance in International Business.
3. What is societal Environment of an organization & describe its importance in International Business.
4. What is corporate strategy and describe its application in International Business.
5. What is SWOT analysis, describe it in a matrix.

Part C

(2 Q x 10 M= 20 Marks)

6. Why does organization go for international operation?
7. What are the factors that lead to globalization of business, explain with suitable examples?