

End Semester/Reappear (Semester IV) Examination June 2022

Programme: BBA
Subject: International Business Management
Subject Code: 11.253
Enrollment No: _____

Full Marks: 70
Time: 3 Hrs.

Section I

1. Short Answer type questions. Answer any four.

4 x 5 = 20

- Compare three Indian FMCG companies that have best credentials on International Business success across the globe.
- Illustrate the conceptual difference between Export Management & International Business Management.
- State four stages of evolution of International Business Management.
- In your own words briefly state various International Business Environment factors.
- State an Indian MNC which has best transformed domestic business to international Business.
- Review the “Make in India” mission for the benefit for India’s balance of trade in your opinion.

Section II

Long Answer type questions. Answer any three.

3 x 10 = 30

- Appraise your own International Business start-up in India, and Judge all modes of entry into one country of your choice (say South Africa), and develop one mode of entry with reasons.
- Differentiate in your own words what are these & how does each of these contribute to economic development - regional Blocks namely: European Union, NAFTA, GCC, MEA, COMESA, MERCOSUR, and SAARC.
- Analyze International New Product development process and Design with one example of “need gap analysis” for international markets from your self-study.
- Design and produce an idea for “Aatma Nirbhar Bharat” mission of Govt. of India.
- Judge and Plan a start-up Export unit of your own. Recommend which country and which merchandise or service you will chose & why?

Section III

Application based questions. Answer any one.

1 x 20 = 20

- Design how as International Business Manager would adapt your behaviour in Germany coming from India.
- Distinguish one Indian brand & explain its transformation from a domestic Indian brand to a International Brand (You can chose one from Patanjali, Dabur, Emami, Tata, Wipro, Godrej or any other of your choice.
- Evaluate the recent FTA between India & UAE OR between India & Australia.
