

END SEMESTER EXAMINATION, MAY - 2026**B. B. A. Semester – IV****Paper Code: 541223****Subject Name: International Business****Subject Code: BBA404****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.		(10x2 = 20 Marks)
a.	Why is international business important for multinational corporations? a) It allows them to avoid competition b) It provides opportunities for diversification and growth c) It limits their exposure to global markets d) It reduces their need for innovation	CO1
b.	Which of the following best describes globalization? a) The process of establishing international trade barriers b) The process of increasing interconnectedness and interdependence among countries c) The process of promoting isolationist economic policies d) The process of limiting cultural exchange between countries.	CO1
c.	When a company sells its products to customers in foreign markets without establishing a physical presence in those markets, it is engaging in: a) Licensing b) Exporting c) Joint venture d) Direct investment	CO1
d.	Which of the following is an example of a political risk in the international business environment? a) Changes in consumer preferences b) Fluctuations in exchange rates c) Political instability or government policies d) Technological advancements	CO1
e.	When was GATT established? A) 1944 B) 1945 C) 1947 D) 1950	CO1
f.	Which of the following is NOT a driver of globalization? a) Technological advancements b) Political isolationism c) Liberalization of trade and investment d) Cultural exchange and integration	CO1
g.	Mention any two political factors affecting International Business.	CO2
h.	Give examples of any two joint ventures.	CO2
i.	Define turnkey projects.	CO2
j.	Give any two characteristics of a wholly owned subsidiary.	CO2
Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.		(5x4 = 20 Marks)
a.	What is the relationship between corruption in a country (i.e., government officials taking bribes) and economic growth? Is corruption always bad?	CO2
b.	Explain how joint ventures can be used to enter into the international market.	CO2
c.	Define FDI and its benefit for the host country.	CO2
d.	Analyze the differences between centralization and decentralization as a strategy for organizing international business.	CO3
e.	Differentiate between International and domestic business giving suitable examples.	CO3
f.	Critically analyze the role of the main reasons why European union was formed.	CO3
g.	Differentiate between exporting and licensing as modes of international entry.	CO3
Q.3 STRUCTURED QUESTIONS – Attempt any Three.		(3x10 = 30 Marks)
a.	“There are several benefits of international business which can be studied from diverse perspectives, both micro and macro level perspectives”. Analyse the statement and give your views.	CO3
b.	Discuss how the EU’s single market, common trade policies, and regulations influence global trade and business operations.	CO3
c.	“Analysis of the external environment is a pre-requisite for success in international business.” Elaborate upon this statement.	CO4
d.	Analyze the role of control systems and incentives in managing international business organizations.	CO4

P.T.O./-

Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)
a	Read the following case-let and answer the questions that follow: Tata Motors is an Indian's largest multi-holding company. It was established in 1945. This company caters to three market segments internationally. The passenger cars, Utility vehicles and commercial vehicles. The company produced the first mini-truck, first light and heavy vehicles and many more firsts in India, being an inventor in their industry. Tata motors has entered strategic acquisition and joint ventures in its mid stage and launched new products at a rapid pace in various markets. Now a days, Tata motors enjoys the position of being Indian's leading auto-mobile manufacturer with increasing presence in Europe, South East Asia, Africa, Australia, and the middle East with a total more of US \$ 4 billion. The company focuses on providing customers with the best value for their money meets European standards and environmental regulations through their advance technologies. A newer version of the car, named Indica V2, was a major improvement over the previous version and quickly became favorite of the masses . Tata motors also successfully exported large quantities of the cars in South Africa. The success of Indica in many ways marked the rise of Tata Motors. Technology is one thing which is very important in the car industry. Since technology will give Tata motors a competitive advantage over others and is a major driver of globalization. For example technology can allow the products to be made cheaply hence reducing cost and increasing revenues, It offers new innovative products to the consumers that will make sure that the product don't get obsolete, Tata motors internet site provides all the information about the cars, 3d view and videos can be seen making information easily accessible to the consumers. It also adds the concept of customer relationship manager who will be in touch with the consumers even after the car has been purchased. Thus consumer will feel themselves part of the organisation. So to be competitive Tata motors have to do strong R & D culture and facilities, strong tie-ups with western technology companies and be adaptive to new technologies. The various motives behind buying an automobile are Need, Prestige, Comfort, Fashion, Jealousy and Novelty. The R & D Department continuously strives to bring new innovations in their product. Tatas have an industrial experience of over 100 years and they are well known with the Psychology of Indian customers, who desire more at less price. This experience has helped them to develop products which fulfill the expectations of Indian consumers. 1) Analyse the international strategy of Tata Motors. (7) 2) Comment on how Tata Motors has used technology to gain a competitive advantage. (8)	CO5
b	Read the following case-let and answer the questions that follow The Indian eCommerce market is being seen by many as a hot contested battlefield – all credits to the huge potential it holds. According to Morgan Stanley, the online retail market in India will grow at an incomprehensible pace, reaching \$200 billion by 2026 vis-a-vis \$15 billion a couple of years ago. Hence, it is not a surprise that e Commerce giant Amazon's global strategy has turned out to be aggressively penetrating in this market, having already spent close to \$5 billion in the Indian market. Amazon considers India as one of its fastest-growing international markets. Hence, Amazon is doing everything to get an upper hand against local player like Flipkart. Amazon recently opened 25 new delivery stations and 6 new fulfillment centers across India. It now has a total of 62 fulfillment centers in the country and offers next-day and scheduled delivery in 30 cities. The new fulfillment centers focus on the delivery of furniture and large appliances. Amazon has added an international shopping feature which is available to Amazon users on both their browsers and on the apps (Android and iOS). It has been introduced by Amazon to encourage shoppers to buy products from outside their home market; and is currently available in English, Spanish, Brazilian Portuguese, simplified Chinese and German. Amazon's strategy that includes globalization will also allow its customers to shop in 25 currencies. Besides, Amazon plans to add more languages and currencies to this feature this year. Different shipping options and delivery speeds are available to shoppers to choose from. This is a part of Amazon's expansion strategy in international markets. The feature will display shipping costs, pricing, import duty estimates. Amazon will be managing the courier service and customs clearance, to avoid any surprises during purchase or delivery. 1) Analyse the international strategy of Amazon. (07) 2) Comment on how Amazon has used technology to expand its customer base and outrun its competitors. (08)	CO5
c	Elaborate upon the components of the demographic environment and economic environment which should be analyzed before entering into an international market. (15)	CO5
