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IV Semester M.B.A. (Day & Evening) Degree Examination, November/December - 2025

MANAGEMENT

International Business

(CBCS Scheme 2019 Onwards)

Paper : 4.1

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five questions from the following each question carries 5 marks. **(5×5=25)**

1. Differentiate between domestic and international business environments with suitable examples.
2. Evaluate how e-commerce has reshaped international business models in emerging economies.
3. Discuss the challenges faced by firms entering foreign markets for the first time.
4. Examine how political and legal systems affect multinational business operations.
5. Analyze how WTO policies have impacted India's trade structure.
6. Examine the benefits and risks associated with Foreign Direct Investment (FDI) from the host country perspective.
7. Explain how technology transfer contributes to the development of emerging markets.

SECTION - B

Answer any Three questions from the following each question carries 10 marks. **(3×10=30)**

8. Discuss the relevance of various theories of international trade in the context of India's globalization journey.
9. Evaluate the importance of Corporate Social Responsibility (CSR) and ethics in shaping sustainable international business practices.

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10. Examine how regional trade blocs influence the balance of power in global trade.

11. Apply Porter's National Competitive Advantage theory to explain India's performance in the global IT industry.

SECTION - C

12. **(Compulsory) Case Study :** **(1×15=15)**

Tesla Inc., known for its electric vehicles and clean energy innovations, has faced several challenges in its global expansion, particularly in China and Europe. When entering China, Tesla initially struggled with trade barriers and import tariffs that made its cars expensive for local buyers. To overcome this, Tesla built a Gigafactory in Shanghai-its first outside the U.S.-to localize production and reduce costs.

However, the company faced regulatory and technological challenges. Chinese policies emphasized technology transfer and local partnerships, raising concerns about intellectual property protection . Tesla managed these risks by retaining full ownership of its Shanghai operations-a rare exception granted by the Chinese government-demonstrating its negotiation strength.

In Europe, Tesla confronted cultural differences in labor relations and environmental regulations. Adapting its operations to European sustainability standards and establishing strong local supplier networks helped the firm enhance its market position.

Tesla's internationalization strategy highlights how companies must navigate political, legal, and economic complexities to sustain competitiveness in global markets.

Questions:

a) How did Tesla's localization strategy help it overcome trade and regulatory barriers?

b) What lessons can be drawn from Tesla's approach to intellectual property protection in foreign markets?

c) How can international businesses balance innovation with compliance in global expansion?