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IV Semester M.B.A. (Day & Evening) Degree Examination, December - 2024

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. Explain with an example the concept of competitive advantage.
2. What are the main problems faced by a person undergoing repatriation?
3. What is meant by atmanirbhar? How is international business connected to atmanirbhar?
4. Briefly explain the salient features of the EXIM policy.
5. What is the role of the WTO in international business?
6. Explain the issues faced by an international business as regards organization design.
7. Explain the concept of cross-cultural management.

SECTION - B

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

8. Why are international strategic alliances necessary? Explain using suitable examples.
9. Explain the international environment of the country of operations that an International businesses must consider.
10. Explain briefly the theories of international business with their due relevance in current situations.

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11. Explain the following:

a) Foreign Direct Investment and its importance to India.

b) Balance of payments and its current status in India.

SECTION - C

(1×15=15)

12. **Case Study (Compulsory):**

As the world waits to see how the return of Donald Trump will reshape relations between Washington and Beijing, China has just taken decisive action to entrench its position in Latin America. Trump won the US presidential election on a platform that promised tariffs as high as 60% on Chinese-made goods. Further South, though, a new China-backed megaport has the potential to create whole new trade routes that will bypass North America entirely.

President Xi Jinping himself attended the inauguration of the Chancay port on the Peruvian coast this week, an indication of just how seriously China takes the development. Xi was in Peru for the annual meeting of the Asia-Pacific Economic Co-operation Forum (Apec).But all eyes were on Chancay and what it says about China's growing assertiveness in a region that the US has traditionally seen as its sphere of influence.

As seasoned observers see it, Washington is now paying the price for years of indifference towards its neighbours and their needs. "The US has been absent from Latin America for so long, and China has moved in so rapidly, that things have really reconfigured in the past decade," says Monica de Bolle, senior fellow at the Peterson Institute for International Economics in Washington.

"You have got the backyard of America engaging directly with China," she tells the BBC. "That's going to be problematic".

Even before it opened, the $3.5bn (£ 2.75bn) project, masterminded by China's state-owned Cosco Shipping, had already turned a once-sleepy Peruvian fishing town into a logistical powerhouse set to transform the country's economy. China's official Communist Party newspaper, the People's Daily, called it " a vindication of China-Peru win-win co-operation".

Peru's President Dina Boluarte was similarly enthusiastic, describing the megaprot as a "nerve centre" that would provide "a point of connection to access the gigantic Asian market". But the implications go far beyond the fortunes of one small Andean nation. Once Chancay is fully up and running, goods from Chile, Ecuador, Colombia and even Brazil are expected to pass through it on their way to Shanghai and other Asian ports.

China already has considerable appetite for the region's exports, including Brazilian soybeans and Chilean copper. Now this new port will be able to handle larger ships, as well as cutting shipping times from 35 to 23 days. However, the new port mill favour imports as well as exports. As signs grow that as influx of cheap Chinese goods bought online may be undermining domestic industry, Chile and Brazil have scrapped tax exemptions for individual customers on low-value foreign purchases. (bbcnews.com)

Questions:

a) Why is the Chancay port strategic for trade geographically for international trade?

b) How do you think China will benefit from the trade achieved through the Chancay port?

c) Does the development of a port in Latin America affect the international business of the United States? If so, how?

d) Give an explanation of your understanding of the above situation in terms of trade, strategic importance and geographic prominence.