

Total No. of Pages:

Register Number:

6714

Name of the Candidate:

M.B.A. (CORPORATE MANAGEMENT) DEGREE

EXAMINATION - 2011

(FIRST YEAR)

(PAPER – VIII)

180. GLOBAL BUSINESS MARKETS

December)

Maximum: 75 Marks

(Time: 3 Hours

SECTION - A

Answer any FIVE questions.

(5 × 3 = 15)

1. a) What are the forces behind globalisation?
- b) Define culture and ethics.
- c) What is MNE? Define.
- d) What is a non-tariff barrier?
- e) What is the potential of India in Global sourcing?
- f) What is a patent law?
- g) What is conflict resolution?

SECTION - B

Answer any THREE questions.

(3 × 10 = 30)

2. Discuss the trading environment favourable for international trade and the trade blocks that are affecting it.
3. Explain the economic crisis of Brazil, Mexico & Argentina.
4. Discuss the dispute settlement mechanism under WTO.
5. Elaborate the competition advantage of India in IT & Textiles in international market.
6. Explain the factors causing conflict in international business and the role of international agencies in conflict resolution.

SECTION - C

Answer any ONE question.

(1 × 15 = 15)

7. Discuss the significance of globalisation in current scenario and rise of new economies like Japan, Southeast Asia & China.
8. What kind of strategic planning and strategic considerations are to be considered by Indian companies to become multinationals?
9. Explain the role of various bilateral and multilateral trade laws in regulating international business activities.

SECTION - D

(Compulsory)

(1 × 15 = 15)

10. Mahindra & Mahindra (M&M) is a major player in the tractor and certain segments of automobile market in India. M&M is selling tractors and utility vehicles in foreign markets including USA. Some of the components have been sourced from abroad. It has a 100% subsidiary in USA, Mahindra USA with a strong network of 100 dealers with 9.5% market share. As a part of strategy aimed at building a global supply chain. Mahindra USA signed a memorandum of understanding with Korean tractor major Tong Yang. According to this, Mahindra will source high horse power tractors from Korea and sell them around the world under M&M name including US. M&M's current tractor range is more utility oriented and lacks aesthetic appeal which is a must for a strong presences in US market.

Questions:

1. How will the foreign market expansion help M&M and what are the advantages and disadvantages of global sourcing?
2. What are the possible risks of the alliances and how can they be minimised?

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