

C 43471

(Pages : 2)

Name.....

Reg. No.....

**FOURTH SEMESTER M.B.A. (CUCSS) DEGREE (2016 SCHEME)  
EXAMINATION, JULY 2023**

MBA (CUCSS)

BUS4C23—INTERNATIONAL BUSINESS

Time : Three Hours

Maximum : 36 Weightage

**Part A***Answer all questions.**Each question carries 1 weightage.*

1. What is TRIMS ?
2. What is the impact of reverse engineering in international business ?
3. What is a free trade area ?
4. Distinguish between ethno- centric and geo centric orientation.
5. Give two examples of Non Tarrif Barrier.
6. What is ASEAN ?

(6 × 1 = 6 weightage)

**Part B***Answer any four questions.**Each question carries 3 weightage.*

7. Present the factor endowment theory.
8. What is the implication of demographic environment on global trade ?
9. What are the milestones in the history of WTO ?
10. Enlist the problems faced by foreign companies in India?
11. What is Cost benefit Analysis ?
12. What are the factors affecting location decisions ?

(4 × 3 = 12 weightage)

**Part C***Answer any three questions.**Each question carries 4 weightage.*

13. Present the means to better the BoP position of India.
14. What may be the impact of incidents like BREXIT on member countries ?

**Turn over**

15. What are the sources of global finance for an Indian Company ?
16. Why do matrix structure enjoying more acceptance world wide ?
17. Discuss the role of World Bank in Global Business.

(3 × 4 = 12 weightage)

#### Part D

*Compulsory question.  
Carries 6 weightage.*

18. The rising cost of the corona virus outbreak for business and the world economy is expected to become clearer as major firms issue trading updates and reports the toll on China's manufacturing sector.

The latest snapshot of industrial activity in the world's second largest economy, due to be published this week, is expected to reveal a plunge in Chinese factory output in February as quarantine efforts to contain the disease disrupted supply chains - with damaging consequences for companies around the world.

China's president Xi Jinping warned at the weekend that the corona virus would have a "relatively big impact on the economy and society". Adding that it would be short-term and controllable, Xi said the government would step up efforts to cushion the blow. The country has taken a number of measures in recent weeks to prop up its economy.

The head of the International Monetary Fund said that the global lender of last resort was ready to provide additional support, particularly to poorer countries by way of grants and debt relief. Speaking at a meeting of finance leaders and central bank chiefs, she said the IMF assumed the impact would be relatively minor and short lived, although she warned that the continued spread of the virus could have dire consequences. She added: "Global cooperation is essential to the containment of the Covid-19 and its economic impact, particularly if the outbreak turns out to be more persistent and widespread."

Efforts to prevent the spread of the disease were ramped up dramatically over the weekend by Italian authorities, raising the potential to harm euro zone growth at a time when the country's economy is already in contraction. More than 76,00 people in 27 countries have been infected by the new strain of corona virus that originated in the Chinese city of Wuhan at the turn of the year. More than 2,200 people are died.

- a. Can issues like this be considered as limitations of international business ?
- b. What may be the economic impact of Corona outbreak on global business ?
- c. Suggest practical means to save global business from the resultant vulnerabilities.

(1 × 6 = 6 weightage)