C 3419 **(Pages : 3)** **Name.....**

Reg. No.....

FOURTH SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, JULY 2021

(CUCSS)

M.B.A.

BUS 4C 23—INTERNATIONAL BUSINESS

Time : Three Hours Maximum : 36 Weightage

Part A

Answer **all** *questions.*

Each question carries 1 *weightage.*

1. Distinguish between Poly -Centric and Geo Centric Approach.
2. What is TRIPS ?
3. Name the two prominent foreign institutional investors in India.
4. What is Balance of Payment ?
5. List down the advantages of stratagic alliance.
6. What is product based structure ?

(6 × 1 = 6 weightage)

Part B

Answer any **four** *questions.*

Each question carries 3 *weightage.*

7. What are the barriers to international business ?
8. Present the theory of mercantalism.
9. How does IMF facilitate global trade ?
10. Present the value chain model.
11. Discuss the stratagic role of green filed investments.
12. What is human resource tracking ?

(4 × 3 = 12 weightage)

Turn over

Part C

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

13. What is the strategic importance of "Make in India "Intiative ?
14. Critically evaluate any two theories of international trade.
15. Discuss the role of WTO in global trade.
16. Why do mergers and acquisitions are on a rise ?
17. What is the relevance of disaster management in the perspective of international business ?

(3 × 4 = 12 weightage)

Part D (Compulsory Question)

Carries 6 *weightage.*

18. Devised to transform India into a global design and manufacturing hub, Make in India was a timely response to a critical situation. By 2013, the much-hyped emerging markets bubble had burst, and India's growth rate had fallen to its lowest level in a decade. The promise of the BRICS Nations had faded, and India was tagged as one of the so-called 'Fragile Five'. Global investors debated whether the world's largest democracy was a risk or an opportunity. Make in India was launched by Prime Minister against the backdrop of this crisis and quickly became a rallying cry for India's innumerable stakeholders and partners. Most importantly, it represents a complete change of the government's mindset - a shift from issuing authority to business partner, in keeping with Prime Minister's tenet of 'Minimum Government, Maximum Governance'.

    The Department for Promotion of Industry and Internal Trade (DPIIT) worked with a group of highly specialised agencies to build brand new infrastructure, including a dedicated help desk and a mobile-first website that packed a wide array of information into a simple and sleek menu. Designed primarily for mobile screens, the site's architecture ensured that exhaustive levels of detail are neatly tucked away so as not to overwhelm the user. 25 sector brochures were also developed - contents included key facts and figures, policies and initiatives and sector-specific contact details, all of which was made available in print and on the website.

    The Make in India initiative has been built on layers of collaborative effort. DIPP initiated this process by inviting participation from Union Ministers, Secretaries to the Government of India,

state governments, industry leaders, and various knowledge partners. Next, a National Workshop on sector specific industries in December 2014 brought Secretaries to the Government of India and industry leaders together to debate and formulate an action plan for the next three years, aimed at raising the contribution of the manufacturing sector to 25% of the GDP by 2020. This plan was presented to the Prime Minister, Union Ministers, industry associations and industry leaders by the Secretaries to the Union Government and the Chief Secretary, Maharashtra on behalf of state governments.

In a short space of time, the obsolete and obstructive frameworks of the past have been dismantled and replaced with a transparent and user-friendly system. This is helping drive investment, fostering innovation, developing skills, protecting Intellectual Property (IP) and building best-in-class manufacturing infrastructure. The most striking indicator of progress is the unprecedented opening of key sectors - including railways, defence, insurance and medical devices - to substantially higher levels of Foreign Direct Investment.

The ministry has engaged with the World Bank group to identify areas of improvement in line with World Bank's 'doing business' methodology. Several workshops with Ministries and State governments have been conducted by the Department for Promotion of Industry & Internal Trade (DPIIT) and World Bank for Business Reforms Action Plan.

An Investor Facilitation Cell (IFC) dedicated for the Make in India campaign was formed in September 2014 with an objective to assist investors in seeking regulatory approvals, hand-holding services through the pre-investment phase, execution and after-care support.

The Indian embassies and consulates proactively disseminate information on the potential for investment in the identified sectors. DPIIT has set up a special management team to facilitate and fast track investment proposals from Japan. The team known as 'Japan Plus' was operationalized in October 2014. Similarly, 'Korea Plus', launched in June 2016, facilitates fast track investment proposals from South Korea and offers holistic support to Korean companies wishing to enter the Indian market.

(a) Why India need to open up economy and invite FDI in almost all sectors ?

(b) Critically evaluate the process design of Make in India.

(1 × 6 = 6 weightage)