

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

MBA T4 (R,S) Exam Nov 2020

**Course Code: 41****Course Name: International Business**

Max. Marks: 60

Duration: 3 Hours

**PART A***Answer all questions. Each question carries 2 marks.*

Marks

*Write short notes on*

- |   |                        |     |
|---|------------------------|-----|
| 1 | International Business | (2) |
| 2 | Trade barriers         | (2) |
| 3 | Strategic alliance     | (2) |
| 4 | South- South Trade     | (2) |
| 5 | FDI                    | (2) |

**PART B***Answer any three questions. Each question carries 10 marks.*

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|----|--|------|
| 6  | What are the major decisions in international business?  | (10) |
| 7  | State the various types of international firms and their strategies.                                   | (10) |
| 8  | “Joint Venture is an ideal way of entering a communist or socialist country”. Comment with an example. | (10) |
| 9  | Discuss the salient features of India’s Foreign Trade Policy.  | (10) |
| 10 | Discuss the major theories in foreign direct investment with suitable examples.                        | (10) |

**PART C***Compulsory Question. The question carries 20 marks.*

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|----|--|------|
| 11 | Read the case carefully and answer the questions given at the end. | (20) |
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**Case study : The Swap Deal**

The case discusses stores swap between two of the retailers in the world, Tesco and Carrefour, in the Czech Republic, Slovakia, and Taiwan. In Taiwan, Carrefour was among the leading retailers. But in the Czech Republic and Slovakia, Carrefour was not able to gain market share. Tesco, on the other

hand, was in a strong position in the Czech Republic and Slovakia, but its Taiwanese operations were not doing well. The case details the swap agreement between the two companies, according to which Tesco agreed to take over 11 of Carrefour stores in the Czech Republic and Slovakia, and Carrefour agreed to take over six stores of Tesco in Taiwan.

(i) Examine the internal and external factors causing international expansion strategies of Carrefour and Tesco.

(ii) What are the reasons behind Tesco and Carrefour deciding to swap some of their stores?

(iii) Analyze the reasons for Carrefour success in Taiwan and Tesco success in the Czech Republic and Slovakia.

(iv) Suggest suitable measures for the success in international market.

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