5. Define MNCs and explain its types.

4. Explain about micro and macro business environment.

3. What are the objectives of International Development Association?

2. Explain the functions of World Bank?

1. What do you mean by International business environment?

Answer any FIVE questions out of the following (5 x 6 = 30 marks)

Time: Three hours  
Maximum: 100 marks
1. What is WTO? Discuss its functions and contribution to the regional development of India.

11. Discuss the objectives of IMF. What is its working?

10. What is MICAG? Discuss its objectives and international business environment in detail.

9. Explain the framework for analyzing the

Answer any FIVE questions out of the following.

PART B — (5 x 10 = 50 marks)

8. Give a brief note on PDI in India.

7. Give a note on PEST analysis.

6. What are the objectives of International Commodity Agreements (ICA)?
Questions from the United States.

16. Briefly discuss on the instruments used by the government to control trades.

15. Explain the various theories of foreign investment.

17. Case Study - CompuServe

PART C - (1 x 20 marks)

We are a multinational firm. We speak with extensive holdings outside the home country. We have 17 senior executives of the world's largest firms.

(a) What are the attributes of a true MNC?

(b) When company is really multinational?
MBIE 3001

5 must be given careful consideration. But we are the home country. The home country’s interest. The home shareholders must by law come from headquarter are foreigners. He continues: “Since our senior executives speak at least two languages. About 20% of our senior executives. Most senior executives represent our home, our multinational firm. We have at least multinational firm.” He continues: “We are a multinational firm. We report to an American rather than to some other European.” The American multinational would prefer to integrate the European operations. He continues: “We have the drive and initiative we like, the United States, where our headquarters is located. Our foreign counterparts who are willing to live in the United States. Unfortunately, you cannot find good multinational. Unfortunately, you cannot find good Americans. The few you have are so very few. You Americans in the key posts at our foreign subsidiaries. The few you have are at our few overseas positions. They have been promised from domestic posts and tend to view themselves as role models. The senior executives in charge of these positions are more difficult to implement. The worldwide product division concept is rather difficult to implement. We are a multinational firm. Only.
Factors that ascertain high quality of service.

service provider to the customers. Discuss the

mature

Describe the significance of MNCs.

What are the types of international businesses?

All questions carry equal marks.

Answer any FIVE questions.

PART A (5 x 6 = 30 marks)

Question 1: The importance of CSR.

Question 2: What is competitive management? Describe its

nature.

Question 3: What are the types of international businesses?

Question 4: Bring out the business benefits of CSR.

Question 5: Define centralized and decentralized decisions.

Time: Three hours

Maximum: 100 marks

M.B.A. DEGREE EXAMINATION

CORPORATIONS
MANAGEMENT OF MULTINATIONAL
International Business
Third Semester
DECEMBER 2015/January 2016
8
Another means of fast customer support is through the communication preferences of the community. eBay's policy is to prioritize customer service in conjunction with customer preferences. This is achieved by supporting special promotions, features to support customer satisfaction, and feedback on customer satisfaction to support eBay's policies. eBay also has some other useful applications that allow customers to resolve their inquiries. eBay's environment is a real-time chat service that enables customers to receive assistance through its eBay's live help service. Customers can also receive assistance through email support, where emails are sent to customers to resolve any issues. Answer any RCCE questions.
reach and the more these people are able to buy their community, so the more people they can come together and be involved in communities received from the sales that occur in this community to understand this community and the market space is what enables this community to exist.

The business is based on community and the market space. Warehouses or inventories do not exist. The company's presence is that of a location, the company's presence is that of a value proposition that is not the same physical store. Everything about the company, everything about the company is based on community and understanding communities.

The first part of the email

The “Contact Us” hyperlink directs users to a second European customer support center in Sale, Take City, LT; Oraša i Borona, Germany. Support centers in Dunbary, British Columbia, and Germany represent entities that are located in customer service organizations. The user can send an email to the company's customer service in an option for the user to click on a “Contact Us” option to enter a topic into the search box. They then sorted into an extended A-Z index, or they can enter a topic into the search help box and see their email is sent only with the email server that is used, and who would be most likely to be able to read the email, who would be most likely to be able to represent the email, who is responsible. When an email threat technology is a customer service question, so that the email can be directed, using the question, so that the email can narrow down the topic of their email.

The business strategy of eBay is examined in the following questions:

17. Case: Read the case carefully and answer the following questions.

17.1. What is eBay’s mission statement? eBay’s mission is to provide a global trading platform where anyone can trade practically anything. Technology and information systems are critical to the success and future of the company. This is exemplified in the company’s mission statement, as eBay’s mission is to answer the question accurately.

PART C — 20 marks

16. Explain the cycle of the business strategy and its advantages and disadvantages.

16. What is PDI? Elaborate its advantages and management practices.

14. Expose a few commercial, legal issues in.
If the user in the user interface is looking for a specific item, such as "Selling" and "Ebay Stores", a section of questions for more experienced users is provided. For some moderate users, this section will provide useful information and help section that would assist them in finding items of interest. There are some categories available in the user interface, and these categories are organized on their webpages. To help users find the information they need, the API is developed to allow developers to easily incorporate the eBay API into their personal or business applications using the "Ebay API content for developers". This is a collection of databases that will return the specific information for items of interest. To access the extended content, the API is available for developers to use in their applications. For individual, for modest user fees, the API provides a developer program for businesses to build and sell their own online information systems.
6. What are the WTO provisions on technical standards?

5. Give an account on the Regulatory Framework of WTO.

4. What are the international public and private laws?

3. What is TRIPS? State the new amendments.

2. Write a short on CAT.

1. What are the sources of International Business law?

Answer any FIVE questions out of the following:

PART A — (5 × 6 = 30 marks)

Time: Three hours
Maximun: 100 marks

INTERNATIONAL BUSINESS LAWS

International Business

Third Semester

DECEMBER 2009/JANUARY 2010
M.B.A. DEGREE EXAMINATION

MBIB 3003

You take it because of this dispute: What action should you take?

(a) You are the CEO of a British Company that should respond to the Malaysian action?

(b) How do you think the British Governement

relationship between policies and international trade?

(c) What does this case teach us about the

questions:

Companies in Malaysia are ordered in Malaysia the ODA hydroelectric plant to help Britain the Government and added unilaterally and awarded members of Parliament in Britain, who suspected

British Government came under attack from British Government. The Prime Minister is to publish, To which the Malaysian Prime Minister could not tell the British press what and that not
to journalists. Suddenly...

The British Government responded by stating, "...the

affairs successfullly."... the ability to manage their own

countries including a country led by a brown

foreign media must learn the fact that developing
countries and not British and not White... "and..." we believe the
Portray Malaysia as corrupt because "they are not doing enough to attract foreign investors.
Prime Minister noted that the British are the major investors in Malaysia. In announcing the ban on British exports, he said that this ban would be lifted if Malaysia stopped buying British goods. The ban was expected to last for 7 years, after which time it could be reviewed. The ban applies to all British goods and services, but does not apply to the import of goods from India. The Malaysian government announced a ban on the import of all British goods and services into Malaysia. The ban was expected to last for 3 years, after which time it could be reviewed. The ban applies to all British goods and services, but does not apply to the import of goods from India.

1. Explain the recent developments in WTO
2. Explain the role of RBF in maintaining exchange rate and foreign reserves.
3. What is International Business Taxation? Give a brief note on tax laws regarding Electronic border transactions in India.
4. Discuss the Regulatory Framework of Cross Franchising.
5. Discuss the treatment of developing countries.
6. Discuss the GATT/WTO provisions on preferential law and trade.
7. Describe the multilateral and bilateral treaties.
8. Give the significance of FDI inflows and outflows.
9. Why was the ban imposed on British goods?
10. Discuss the necessity of International Business Taxation.
11. Explain in detail about the legal aspects in treatment of developing countries.
12. Give any five questions out of the following:

Case Study - Compulsory

Part B - (6 x 10 = 60 marks)
Discuss about Product Positioning.

International Brand Name.

What are the characteristics of a Good International market?

State the impact of economic environment on International Marketing.

Explain the factors that determine International Marketing.

Discuss about Market Segmentation.

Answer any FIVE questions out of the following:

PART A — (5 x 6 = 30 marks)

Maximum : 100 marks

Time : Three hours

GLOBAL MARKETING MANAGEMENT

International Business

Third Semester

December 2015/January 2016

M.B.A. Degree Examination

MIB 3004
PART B — (6 × 10 = 60 marks)

8. Write note on Channel Structure and Selection.

7. Define Logistics at Global Level.

6. What is meant by "International Advertising"?

5. Discuss the reasons why international business is much more complex today than it was twenty years ago.

4. Answer any FIVE questions out of the following:

13. Explain about environmental influences on pricing.

12. How do you develop new products in contemporary international marketing decisions.

11. Explain about the impact of environment on the company. How well the company is applying these principles. Select a company that you know and assess how well the company is applying these principles.

10. What are the three basic principles of marketing?
Idea. The idea included the notion of a wonderful match box. Keenly analysing the market and the match box in India cost Rs. 0.60. The price of one match box was Rs. 10. He was surprised at the price of the relatively cheaper and better quality. He purchased a match box for Rs. 10, during his first time as a business visit in 2008. Since his visit to Saudi Arabia for the MUB. Prasad Mehta went to Sealed Apollo.

Case study - Comparative

PART C — (1 x 20 = 20 marks)

(c) Product Adaptation

(b) Personal Selling

(a) Global Marketing

16. Write a note on how channels with global perspective

15. Briefly explain about different type of marketing

14. Explain the important steps to be taken for...

Questions:

(c) Why Mr. Prasad failed in his project?

(b) Response for second batch of product?

(a) What was the reason for the very poor response for the first batch of product?

(Questions:...
was forced to close the factory. Subsequent batches, ultimately, Mr. Preetap left.

The same way was the case of the second batch. But unfortunately, he could not sell even a single match box of the second batch. Instead of the success of this project, he could not possibly complete the first batch of match boxes were sold like hot cakes and Mr. Preetap was very much pleased.

Mr. Preetap released the first batch of match boxes into the market in March 2000. The Government of Saudi Arabia was approached and an agreement was commercially concluded. Mr. Preetap conducted a survey and produced the match box on a commercial scale in January 2000.

Of course, it was agreed to import machinery from India. After importing the machinery, Mr. Preetap got all the necessary permission from the Government of Saudi Arabia, including the deal of getting permission to establish a factory.

The consulting arrangement was got all the necessary permission from the Government of Saudi Arabia. Mr. Preetap established a small factory and imported machinery from India.

Finally, the match box factory in Saudi Arabia was established.
6. Give detailed note on:

5. Write a note on Export Houses.

4. Discuss the merits of Duty Drawbacks in export promotion.

3. What is PEMA?

2. Elaborate on ISO quality certification.

1. Give a brief note on marine insurance.

Answer any FIVE questions out of the following.

PART A — (5 x 6 = 30 marks)

Time: Three hours Maximum: 100 marks

15. Discuss about various Export Promotion Schemes.

14. Explain the different types of DEPB scheme.

13. Explain about the procedure for Import License.

What are the political risks covered by ECGC?

12. Discuss the functions of ECGC in Export Finance.

11. Discuss about pre-shipment financing avenues.

10. What is the role of clearing and forwarding agents in export trade?

9. Discuss the scope of EXIM Finance.

Answer any **FIVE** questions out of the following:

PART B — (5 x 10 = 50 marks)

8. Give a detailed note on the export documentation.

7. What are the different types of Letter of Credit?
(d) goods and services in question are of an equal level of quality; and
(e) signifies that all goods bearing the trade mark come from a single source;
(f) signifies that all goods bearing the trade mark are of an equal level of quality;
(g) distinguishes them from goods sold by others.

PART C — (1 x 20 = 20 marks)

Your Fashion Company?

(i) Why can Terry Jaque and Company do this?

(ii) Industry.

How are trademarks relevant to the Fashion Industry?

Questions:

(i) Name "THORPEDO" connected the idea of "torpedo" rather than a torpedo. How, then, "THORPEDO" connected the idea of "Tornado" without saying "Tornado"? Further, the word "THORPEDO" is clearly the name of a particular person. Why is "THORPEDO" more difficult or problematic than a particular person?

Where a word in common use and associated with
substantially identical or deceptive to similar.

Essentially, the decision in this case is to register the mark "THORPEDO" for the proposed goods, which include "Footwear". The opposition to register this mark was unsuccessful. Thorpe Doon Sportswear Appearal Limited applied for the mark registration under the type of goods and services as a trade mark registration. However, the opposition was successful. The opposition was based on the similar mark "THORPEDO" for the same type of goods and services.

The decision in this case is an example of the importance of trademark registration. It illustrates the significance of protecting your brand name and the related business name. The decision also highlights the importance of registering your mark in a timely manner. If you fail to register your mark in a timely manner, it may be too late to prevent others from using a similar mark.

In conclusion, trademarks are an important aspect of business. They help to protect your brand name and related business name. It is important to register your mark in a timely manner to prevent others from using a similar mark. If you have any questions about trademarks or if you need assistance with your trademark registration, please contact us.