4. Explain some key characteristics of French and American management practices?

3. Explain about Theory Z.

2. What are the challenges of international management in the present scenario?

1. What is an MNC? Explain its benefits to home country.

ALL questions carry equal marks.

Answer any FIVE questions.

PART A — (5 x 6 = 30 marks)

Time: Three hours

(2012-13 Batch onwards)

CORPORATION MANAGEMENT OF MULTINATIONAL

International Business

Third Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014

MBIB 3002
5. What is the management style of Indian corporate while entering into the global trade?

6. What are the selected factors which influence for managing other western countries?

7. How can strategies be implemented effectively?

8. Differentiate international mergers and acquisitions.

   PART B — (5 x 10 = 50 marks)

   Answer any FIVE questions.

   All questions carry equal marks.

9. What advantages do multinational corporations have? What challenges must they meet? Give example

10. “21st century, companies must take advantage of information technology-especially the internet” — Comment.

11. Do you think that the way in which managerial decisions are made in Japan could work in United States? Why or why not?

12. Discuss the Role and significance of MNCs. How it will be helpful to India’s GDP growth?
recognizable brand. In the quantity and safety of the world's most
competitive and a huge blow to consumer confidence.
A 14 million cases of Coke products in the European
contamination scare resulting in the recall of
contamination cases – the worst nightmare – a
European operation? In June 1999, Coke
into near disaster for the soft-drink grains
cases of Coca-Cola at a school in Belgium turned
What seemed like an isolated incident of a few bad

1. Case Study:

    CompuStroy

    PART C – (20 marks)

16. How Indian corporate is benefited through

Pills and Pillars

17. Elaborate the Indian's current policy towards

18. Companies opt for this strategy? Why are so many

MNCs in the joint venture? Why are so many

19. One of the most common entry strategies for

businesses.

13. Elaborate the various approaches for formulating

management?

What were the key factors that were or

done differently?

What did Coke do and what could have been

What are the management issues in this

Questions:

To agree. Only time will tell

the company stronger. Wall street analysts seem
next decade and that this set back will only make
company will double its European sales in the
executives in Brussels are predicting that the
management strategies in Europe. Coke
management believes that this crisis has forced the
Coca-Cola believes that this crisis has forced the

The character and quality of a company can often

they put out a statement to the Belgium people.

And as soon as Coke know what the faces were, a
security the faces in a clear and unequivocal way.
Beeware! With their first responsibility was to
different way? says John Sticker editor of

could. I think that Coke acted in a responsible
apology have severely damaged the company's
insisting that no real problem existed, and belied
Many critics say that Coke's slow response...
After the initial scare in Bornem, Belgium, coke and coca-cola enterprises, a bottler 40 percent owned by coca-cola, thought they had isolated the problem. Scientists at the bottling plant in Antwerp, Belgium, found that lapses in quality control had led to contaminated carbon dioxide being used in the bottling of a recent batch of coke. Company officials saw the contamination as a minor problem and they issued an apology to the school.

At the same time the problem was being dealt with in Antwerp, things were breaking down at coke's bottling plant in Dunkirk, France. In Belsele, ten miles from Bornem children machines at the school were stocked with coke from the company's Dunkirk plant and was thought to be safe. Now a second bottling plant's practices were being questioned. What initially seemed like an isolated incident was now a crisis.

Immediately following the second scare, Belgium's Health Minister banned the sale of all products produced in the Antwerp and Dunkirk plants. Things got worse when coke gave an incomplete set of recall codes to a school in Lochristi, Belgium, resulting in 38 children being rushed to the hospital. Immediately following this incident, French officials banned the sale of soft drinks produced in the Dunkirk plant. It was believed that fungicide on wooden shipping pallets was the cause of the illness linked to the drinks from that plant.

On June 15, 1999, 11 days after the initial scare in Bornem, coke finally issued an explanation to the public. Most Europeans were not satisfied. Coca-cola officials used vague language and often contradicted one another when making statements.

The French Health Minister, Bernard Kouchner, stated, "That a company so very expert in advertising and marketing should be so poor in communicating on this matter is astonishing".

After three weeks of testing by both code officials and French government scientists, it was concluded that the plants were safe and that there was no immediate threat to the health of consumers. Coke destroyed all of the pallets in Dunkirk and tightened quality control on carbon dioxide.

How could this happen to a company that is revered worldwide for its quality control and the superiority of its products? Coke has spent decades building its reputation overseas, and the European market now represents 73 percent of total profits. While the scare has had some effect on coke's profits in Europe, the company is more concerned with damages to its reputation and consumer confidence in its products.