

I Semester End Examination - May 2022
Global Business Environment

Course Code: MCM101T

Time: 3 hours

QP Code: 11012

Total Marks: 70

Section -A

1. Answer any seven questions. Each question carries 2 marks (7X2=14)

- a) What do you understand by globalisation?
- b) What is technology transfer?
- c) What is turnkey operation?
- d) State the objectives of WTO
- e) Define balance of payment
- f) What is SAARC?
- g) What is TRIPS?
- h) What is quota agreement?
- i) Mention the role of MNC
- j) List out types of social responsibilities

Section B

Answer any four questions. Each question Carries 5 marks: (4X5=20)

2. Explain the importance of global business
3. Brief the different environments influencing the global business
4. Write a short note on a) UNCTAD b) UNIDO
5. What is FDI? Describe the issues of FDI
6. Explain the function of WTO and its implication for INDIA
7. What is international negotiation? Bring out the tips that can make a negotiation successful.

Section -C

Answer any two questions. Each question carries 12 Mark (2X12=24)

8. Explain in detail the different modes of entry to globalisation
9. What are regional trading block? Write note on various regional trading block
10. Explain the different factors which causes disequilibrium in the balance of payment and its methods of correction of disequilibrium
11. what is corporate social responsibility? Describe its arguments for corporate social responsibility and arguments against CSR

Section -D

Answer the following

(1X12=12)

12. Mahindra and Mahindra (M and M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 1998-1999 to 2000-2001. M and M has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad. M and M has a 100 percent subsidiary in USA, Mahindra USA, with a strong network of 100 dealers. Mahindra has a five percent market share in the US market in the 20-30 horse power (HP) range. As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MOU) with the Korean tractor major Tong Yang a part of the \$ 2 billion Tong Yang Moolsam group, according to which Mahindra will source high horse power (mostly 25-40 hp range) and sell them around the world under the M & M brand name. To start with, the premium range of tractors will be sold in the US. M and M's current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang's tractors have, a must for a strong presence in the US market.

Questions:

- 1) What are the advantages and disadvantages of global sourcing?
- 2) How will the foreign market expansion help M and M?
- 3) How does strategic alliance with Tong Yang benefit M and M?
- 4) What are the Possible risks of the alliance? How can they be overcome/minimised?
