

KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code: 26E04216

Course Code: 25PEBA21

PG Degree - End Semester Examinations, April 2026

Second Semester

M.B.A

International Business

(For those who joined in June 2025 onwards)

Time: 3Hours

Maximum: 75 Marks

PART - A (5 × 4 = 20 Marks)

Answer ALL Questions

Answer should not exceed 250 words.

- CO:1 1. Define globalization and list its key drivers.
K:2
- CO:2 2. Explain the role of World Trade Organization (WTO) in global
K:3 business.
- CO:2 3. Explain the functions of the foreign exchange market.
K:3
- CO:3 4. Analyze the different types of foreign private investment in
K:4 international business.
- CO:4 5. Evaluate the impact of dumping practices on international
K:5 trade.

PART - B (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 500 words.

- CO:2 6. (a) Define international orientations and list the different
K:3 types adopted by firms in global business.

(OR)

- (b) List the major barriers of global business and briefly describe any two.

- CO:3 7. (a) Explain how political and economic environments
K:4 influence global business operations with suitable examples.

(OR)

- (b) Discuss the role of regional trade agreements in facilitating international business.

CO:3 8. (a) Explain the different exchange rate systems and their
K:4 implications for international trade.

(OR)

(b) Discuss the types of foreign exchange risks faced by firms and how they can be managed.

CO:4 9. (a) A company planning to expand globally is evaluating
K:5 different sources of foreign investment. Analyze the types of foreign private investment and their implications for the host country.

(OR)

(b) An exporter is facing delays in payments and financial constraints. Examine the role of institutional finance (such as EXIM Bank) in supporting international trade.

CO:4 10. (a) An exporting firm is deciding its international pricing
K:5 strategy. Evaluate the impact of transfer pricing on global business operations.

(OR)

(b) A country is accused of dumping products in foreign markets. Assess the effects of dumping on domestic industries and international trade relations.

PART - C (1 X 15 = 15 Marks)

CO:5 11. **Case Study:**

K:6 An Indian manufacturing company, GlobalTex Ltd., is planning to expand its operations into European and Southeast Asian markets. The company aims to increase its exports but faces several challenges:

- Fluctuations in foreign exchange rates, affecting pricing and profitability
- Difficulty in choosing appropriate market entry strategies
- Limited knowledge about international financing options
- Increasing competition and allegations of price undercutting (dumping) in foreign markets
- Complex export procedures and documentation requirements

The management is concerned about managing risks while ensuring competitive pricing and sustainable growth in international markets.

Questions:

- (i) Analyze the impact of foreign exchange fluctuations on GlobalTex Ltd.'s international business operations.
- (ii) Analyze the role of international financial institutions (such as EXIM Bank) in supporting the company's export activities.
- (iii) Evaluate the pricing strategies GlobalTex Ltd. can adopt to remain competitive while avoiding dumping issues.