Registration Number:

Date& Session 7-12-2022(9 am)



**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**BBASF- V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**BBA5319/BBASF 5319- INTERNATIONALBUSINESS**

**Time- 2 ½ hrs Max Marks-70**

**This question paper contains\_\_2\_ printed pages and four parts**

**SECTION A**

1. Answer any **FIVE** of the following.  **(2 x 5 = 10marks)**
2. What is meant by international trade?
3. Who are market intermediaries? Give examples.
4. Who is an expatriate?
5. Enlist any four pitfalls of globalisation.
6. Mention the types of exports.
7. Name any two Transnational companies.

**Section B**

1. Answer any **THREE** of the following. **(5x 3 = 15marks)**
2. Discuss the scope of international business.
3. “An international firm must resort to systematic study of international marketing environment to collect the inputs of marketing decision making.” With reference to the above statement explain the micro environment of international business.
4. “Globalisation describes the interdependence of the world’s economies and culture”. With this regard briefly explain the stages of globalisation.
5. Differentiate between IHRM and Domestic HRM.

**Section C**

1. Answer any **Two**of the following questions. **(15 x 2 =30marks)**
2. Explain the international marketing macro environment in detail.
3. “India's most exported commodity in 2022 were engineering goods which valued at over 5.6 trillion Indian rupees.” With this regard discuss the export procedure.
4. Briefly explain the approaches to the study of international business.

**Section D**

1. **Answer the following (1X15=15 marks )**
2. This is one game that India has permanently lost to its arch-rival Pakistan-manufacturing and exporting sports goods. Historically, when India and Pakistan were one before 1947, Sialkot, now in Pakistan, used to be the world’s largest production centre for badminton, hockey, football, volleyball, basketball, and cricket equipment. After the Partition, Jalandhar became the second Centre in India. Soon, Jalandhar overtook Sialkot and till the early 1980s it remained so. However, when the face of the trade began to change in the 1980s and import of quality leather and manufacturing equipment became a necessity for quality production, Pakistan wrested the initiative as India clung to its policies of discouraging imports through high duties and restrictions.

As it was, the availability of labour and skills was a common factor in both Sialkot and Jalandhar, but with Sialkot having the advantage of easier entry, most of the world’s top sports manufacturers and procurers developed an association with local industry in Sialkot that continues even today. Ten years later in the early 1990s, when Manmohan Singh liberalized the norms for importing equipment and raw material required for producing sports goods, it was too late as majority of the global majors had already shifted base to Sialkot. In 1961, the late Narinder Mayor started the first large-scale sports goods manufacturing unit, Mayor & Company, thereby laying the foundation of an organized industry.

Even today, more than 70 per cent of the industry functions in an unorganized manner. Starting with soccer balls, Mayor expanded to produce inflatable balls like volleyballs, basketballs, and rugby balls. Today, his two sons Rajan and Rajesh have built it up into five companies engaged in a wide array of businesses, though sports goods remain the group’s core business. While the parent trading company, Mayor & Company, remains the leading revenue-earner to the tune of ` 55 crore annually out of a total group turnover of ` 85 crore-plus, Mayor’s second venture, the Indo-Australian Mayor International Limited, is spinning another ` 15 crores. Mayor International is a 100 per cent Export-oriented Unit (EOU) exclusively manufacturing and exporting golf and tennis balls.

Questions

1. What routes of globalization has the Mayor group chosen to go global? What other routes could it have taken? **(5 marks)**
2. What impediments are coming in the Mayor group’s way of becoming a major and active player in international business? **(5 marks)**
3. Why is ‘Made in India’ not liked in foreign markets? What can be done to change the perception?**(5 marks)**