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

Registration Number:

Date & Session

**B.COM IFA–V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**BCIFADEB 5523: INTERNATIONAL BUSINESS**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains TWO printed pages and FOUR parts.**

**PART-A**

I. Answer **any five** of the following questions **(5X3=15marks)**

1. State the meaning of International Marketing and mention two components of International Marketing.
2. What are the essential conditions for Globalization?
3. Give the meaning of Franchising and Contract manufacturing.
4. State the meaning of International Human Resource Management and mention two features of IHRM.
5. Expand and state the meaning of FDI.
6. Who is an Expatriate? Mention a few selection criteria for an Expatriate.

**PART-B**

II. Answer **any two** of the following question  **(2x5=10marks)**

1. What is Microenvironment? Briefly explain the forces of Microenvironment with relevant examples.
2. Discuss the Benefits of Exports.
3. Identify the advantages and disadvantages of International Business.

**PART-C**

III. Answer **any two** of the following question  **(2x10=20marks)**

1. What is Expat failure? How can a Human Resource Manager prevent Expatriate failure?
2. What are the factors that determine Export Pricing?
3. Elucidate a detailed comparison between Domestic business and International Business with relevant examples.

**PART-D**

IV. Answer the following compulsory question.  **(1x15=15marks)**

1. Tata Motors, headquartered in Mumbai, India, is one of the country's largest automotive manufacturers. It is a part of the Tata Group conglomerate. Established in 1945, Tata Motors has played a pivotal role in India's automotive industry, producing a wide range of vehicles, from compact cars to commercial trucks and buses. The company is known for its commitment to innovation and sustainable practices, with a focus on electric and alternative fuel vehicles. Tata Motors is planning to expand its operations to another country to explore a new market and increase its global market share. Before this can be implemented, TATA motors must conduct a thorough research into the markets to ensure success. They can face complex challenges in this process, but should also ensure that no data is omitted, and a complete analysis is done. You are an Executive working at TATA motors and are entrusted with the below tasks.
2. As an executive of TATA motors provide a detailed PESTLE analysis of the country you are about to enter. **(8 Marks)**
3. Discuss the components of international logistics that must be analyzed to successfully implement the entry into international markets. **(7 Marks)**