

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2017-19)**  
**Third Semester Examination October 2018**

<b>Subject</b>	<b>International Business (Common Subject for All Streams)</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>27.10.2018</b>

**Q1) 20 Marks (Compulsory)**

**CASE STUDY**

Navin Mehta , a fresh chemical engineer , developed a new detergent during his M.Tech course .Upon passing out , he invested a small capital to start manufacturing and selling detergent under the brand name “ Nippo ’.Coming from a middle class family himself , Mehta decided to price his detergent much lower than the other detergents available in the market at that time. His pricing strategy paid much dividend and Nippo became an instant success. Using his newly acquired financial strength, Navin developed a premium quality bathing sap with a unique colour and premium combination. Although, the cost price of this soap was itself high, Navin again priced it substantially lower to be a comparable product in the market by maintaining a low profit margin.

**QUESTIONS**

1. Do you feel Navin committed a pricing mistake in the case of bathing soap ?  
Give reasons for your answer.
2. As detergent is well accepted in domestic market. Suggest appropriate marketing plan to Navin Mehta to promote his detergent in overseas market. Which markets he needs to focus to start with?? Why?

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Discuss Porters Diamond Model of National Competitiveness?
- b) Discuss FDI environment In India?
- c) Discuss briefly the Key provisions of WTO in International Trade?

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Describe any two political, cultural, social and economic factors in the International Business Environment?
- b) Examine “ Make in India “strategy for International trade
- c) What are the various strategies for entry and operation in International Business?  
Give suitable Example?

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) How FDI is Important for Host and Home country?? Explain with suitable Examples? .
- b) Give a Business Plan / Strategy, for Indian Private Bank for setting up a Branch in International Market?
- c) Explain, Special Economic Zone (SEZ) and discuss the importance of SEZ for country's economy?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) How International trade differs from Domestic trade? Discuss the special difficulties in Domestic trade?
- b) Explain any two of Hofstede's cultural dimensions giving examples?
- c) *Discuss why China attracts more FDI than India?*

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks.**

- a) Explain Characteristics of MNC?
- b) *How do MNC take advantage in emerging markets like India and how they benefit these economies?*
- c) *"CSR" an effective tool to improve Brand image of Corporates in Society? Explain your Views.*

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) *Explain International Product Life Cycle with example ?*
- b) *Explain, Drivers of FDI?*
- c) *Explain Currency convertibility, both capital account an current account?*