

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**FOURTH TRIMESTER MBA DEGREE EXAMINATION(R&S), NOVEMBER 2019**

**Course Code: 41**

**Course Name: International Business**

Max. Marks: 60

Duration: 3 Hours

**PART A**

*Answer all questions. Each question carries 2 marks.*

Marks

*Write short notes on*

- |   |                        |     |
|---|------------------------|-----|
| 1 | Global Sourcing        | (2) |
| 2 | Non-trade barriers     | (2) |
| 3 | Management Contracting | (2) |
| 4 | Special Economic Zone  | (2) |
| 5 | FII                    | (2) |

**PART B**

*Answer any three questions. Each question carries 10 marks.*

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|----|--|------|
| 6  | "It is strategically important for firms to go international."Discuss.                           | (10) |
| 7  | What is double taxation agreement? State and explain the methods of eliminating double taxation. | (10) |
| 8  | Discuss the various market entry strategies of Indian companies.                                 | (10) |
| 9  | Evaluate the global trends in service trade and India's contribution to service trade.           | (10) |
| 10 | 'Technology Transfer contributes to economic development.'Elucidate with examples.               | (10) |

**PART C**

*Compulsory Question. The question carries 20 marks.*

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|----|---|-------------|
| 11 | <b>Read the case carefully and answer the questions given at the end.</b> | <b>(20)</b> |
|----|---|-------------|

Automobile industry in India was in nascent stages during 1980s with Ambassador and Premier Padmini being the most popular. However, a car was beyond reach for the common man and it often remained a dream. To complicate matters, waiting time of several years was a big issue.

Maruti Udyog Limited was founded by the Government of India in 1981, and

later merged with the Japanese automobile company Suzuki in October 1982. The first manufacturing factory of Maruti was established in Gurgaon, Haryana, in the same year. Maruti 800, Maruti Gypsy, The Omni etc were the pioneer models of Maruti produced in technical collaboration with Suzuki.

After liberalization of the Indian Economy, several international car manufacturers like General Motors, Ford, Volkswagen, Toyota entered the market and Indian Automobile industry witnessed an explosive growth. This brought in an environment of competition, product quality enhancement and better value to the customers. To the traditional technology companies, this meant high competition and erosion of market share and profitability.

To make matters worse, environmental norms were becoming stricter and need for up gradation of technology has put pressure on all car manufacturers. In this context, Toyota and Suzuki recently agreed to collaborate to strengthen their alliance and have joined hands to share models, platforms and new-age technologies.

- (i) What is the need for technology transfer for developing countries like India?
- (ii) Evaluate the role of joint ventures in technology transfer.
- (iii) What can Maruti do to protect its market leader position in India?

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