

Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION MAY 2018

MBA 41: INTERNATIONAL BUSINESS

Max Marks- 60

Duration- 3 Hours

PART A

Answer all questions. Each question carried 2 marks

1. Discuss Global sourcing.
2. What are the functions of UNCTAD?
3. Differentiate Contract manufacturing and Management contracting.
4. Explain MEIS.
5. What is Transfer of Technology?

(5 x 2 marks- 10 marks)

PART B

Answer any 3 questions. Each question carries 10 marks

6. It is always good for a firm to expand its horizons in a global level- Substantiate.
7. Explain the structure and functions of ASEAN.
8. How does a firm select the International market when it plans to go globally? Explain the various entry strategies.
9. Write a note on the Foreign Trade Policy of India.
10. Explain the various types of Technology Transfers carried out in International business by countries.

(3 x 10 marks- 30 marks)

PART C

Compulsory question. The question carries 20 marks

11. Gemini Consults is in the IT sector and is currently facing an issue of manpower shortage. However the firm is fuelling a hike in the salaries of employees. Though there is an abundance of trainable employees, there is also dearth in skilled manpower which is being felt throughout the industry which has resulted in the salary hike.

Usually salary hike happens not only during promotions but also as a result of professionals involving in job changes frequently. Though there is no shortage of entry level employees in IT sector, there are reports of serious dearth of middle level workers.

In the words of Ms. Varma, the Chief Operating Officer of Gemini Consults, several new captive and third party off shore facilities are being started in India which have paved way for the competition for skilled workers which is already facing a crisis. There is also a wide gap between the demand and supply and also rise in the average salary across all levels of workers apart from pushing up attrition, she says.

Recently, there is a trend of employees moving to MNCs abroad for getting higher salaries and also for international exposure. The pay package and work environment too is better than what is prevailing in India. Once they return to the home country from abroad, they demand for a higher pay and position as they are armed with global experience and exposure. This also accounts to the shortage of skilled workers and experts and also the demand for hike in the salaries for employees in the IT sector in India.

Questions

- a. What are the issues faced by Gemini Consults? (4)
- b. List out some remedies for the problems faced. (4)
- c. In the wake of the problems, do you support globalization? (4)
- d. What can be some of the measures than you can suggest in the wake of globalization. (4)
- e. When compared to other firms, is Gemini Consults right on its present strategy. (4)
