INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- MBA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: International Business Environment **Max. Marks: 50**
Course Code: 25MBA202 **Time: 2:30 Hrs.**

Instructions:

- **All questions are compulsory. Kindly read the detailed instructions for each question.**
- **Each Question carry 10 marks.**

Q1.	**Attempt all the questions: (10 Marks)** a) Define International Business and Globalization and relate their importance in modern business with reference to technology, liberalization, and expanding global markets. b) Explain tariff and non-tariff barriers and outline their role and impact in modern trade wars on global business.	CO1 & CO2
Q2.	**Attempt any 1 out of 2 Questions: (10 Marks)** a) Modern international business is influenced by new trade theories. Make use of how Paul Krugman's New Trade Theory explains the influence of economies of scale, innovation, and strategic advantage on modern international business and global trade. b) Model how firms use offshoring and near shoring strategies to reduce costs and improve operational efficiency. Use suitable business examples to explain the advantages and risks of these strategies.	CO3
Q3.	**Attempt any 1 out of 2 Questions: (10 Marks)** a) Examine the impact of geopolitical forces such as trade conflicts, sanctions, and diplomatic relations on international business decisions. Support your answer with suitable contemporary examples. b) Analyze the concept of hegemony in international relations and explain how dominant countries influence global trade and economic power distribution. Use suitable examples to support your answer.	CO4

Q3.	**Attempt any 1 out of 2 Questions: (10 Marks)** a) Assess the advantages and limitations of Transnational Corporations (TNCs) in the global business environment. Explain their contribution to economic growth as well as the concerns associated with their operations. b) Evaluate the challenges and opportunities involved in managing cross-cultural communication in multinational corporations. Explain how differences in language, values, and business practices affect organizational performance.	CO5
Q5.	**Caselet**: **Selecting the Best Emerging Market for Expansion (10 Marks)** A multinational consumer goods company is planning to expand into one new emerging market. After preliminary study, the company has shortlisted India, Indonesia, and South Africa. India offers a very large market, fast economic growth, and a strong digital economy. Indonesia has a young population, growing urbanization, and increasing demand for consumer products. South Africa provides access to the African market and has comparatively better infrastructure. The company can invest only in one country during the next three years. Therefore, the management team has decided to prepare a detailed market analysis report before taking the final decision. The report must compare the countries on economic growth, political stability, cultural factors, business environment, infrastructure, and future opportunities. **Answer the Following**: a) Evaluate India, Indonesia, and South Africa as potential expansion destinations, and justify which country should be selected for the company's entry strategy over the next three years. b) Design a comprehensive market analysis framework and propose the major factors that the company should use to compare these emerging markets in terms of economic, political, cultural, infrastructural, and future business potential.	CO6

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