



## UNIVERSITY OF PETROLEUM & ENERGY STUDIES

DEHRADUN

End Semester Examination –APRIL, 2017

Name of the Program: MBA (IB)

Semester – IV

Subject Name : International Business Management

Max. Marks : 100

Subject Code :

Duration : 3 Hrs

This question paper has 02 page(s).

### Section – A (5\*4 =20 Marks)

1. Briefly Explain the following terms
  - a) Define Globalization with holistic approach
  - b) KOF Index of Globalization
  - c) Buy High Sell Low
  - d) Explain the transition from FERA to FEMA as a 'Control to Management'

### Section - B (3\*10=30 Marks)

1. Write a review of various trade theories discussed and the relevance of trade theories in the era of protectionism.
2. Discuss the Six Tier institutional framework for international trade in India.
3. Discuss the factors influencing the globalization.

### Section - C (2\*15=30 marks)

4. Reliance a series of mergers and acquisition in the Indian Jio's entry has led to Telecom Industry. Discuss various aspects and perspectives of Three- Way Fight between Jio, Vodafone and Airtel with the help of facts.
5. Write types of Exchange Rates and explain direct and indirect rates. Also calculate one month, two months and three months forward rates with imaginary figures.

### Section - D (20 marks)

## **Dragon Foods**

It had not been a good afternoon for Tom Kao. Tom was the Managing Director of the Bahrain subsidiary of Dragon Foods (Taiwan). At 3.00 he had heard from the local police that one of the company cars, a new Mercedes clearly identified by the large “Dragon Foods” logos on each door, had been involved in a traffic accident. At 3.30 he had been informed that the driver was his junior manager Li Zhu (Lizzie). At 5.00 he had been informed that Lizzie had been arrested, following a blood test, for drunken driving. No one had been hurt in the accident and she had not drunk much – two glasses of wine in celebration of a new deal – but this was well over the legal limit. Although Bahrain is an Islamic state, foreigners are allowed to consume alcohol and women are allowed to drive – indeed many Saudi Arabians use it as a local pleasure ground, where they can escape the much stricter laws of that country. Drunken driving is, however, considered a very serious offence. Dragon Foods’ code of conduct explicitly prohibits both working while under the influence of alcohol and acting in any way that would damage the reputation of the company. In the past two years two junior members of staff had been fired, one for drinking in public and the other, following an accident in the warehouse, for being drunk at work. Li Zhu, however, was one of the company’s most promising young managers and the only woman to have been promoted to her level. She was also the daughter of one of Tom’s close friends – she was almost ‘family’.

Reflecting on the situation, Tom realized that he had to make two decisions: whether to pay the chief of police the sum of money necessary to have the charges dropped; and whether or not to fire Li Zhu, as the company code required.