

While marketers in different countries and regions were enjoying moderate success with independent campaigns, their isolated marketing activities were spawning sites of customer data and preventing seiners PLM software from effectively building a consistent world wide brand.

Questions :

- (a) What are the management issues in this case?
- (b) What were the key factors that should be considered by the management?
- (c) Are there any possible courses of action?
- (d) Discuss the brand and pricing strategies to promote PLM software.

MBIB 3003

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Third Semester

International Business

INTERNATIONAL BUSINESS LAWS

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Bring out the Rights and liabilities of agents in International Business.
2. Explain the legal provisions related to the contract of International Business.
3. Narrate the circumstances leading to the formation of WTO and its objections.
4. Write down the functions of WTO.
5. Explain the role of Technology Transfer in the development of International Business.

6. Examine the Regulations relating to patents and Trade Mark.
7. State and explain the process involved in International Business Taxation.

8. What is Foreign Exchange Market? Explain its features.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss in detail about the sales agreement and payment terms related to International Business.
10. Compare and contrast Free Trade Area and Customs Union.
11. Examine the impact of dumping and its causes in International Business.
12. "Nurse the Baby, Protest the child and free the adult" - Discuss about this as trade policy of the government.
13. What key issues must be addressed by MNCs which are engaged in E-Commerce?
14. Describe the advantages and disadvantages of cross border transactions with suitable examples.

15. Discuss in detail about the Treaties of International Trade.
16. Examine the restrictions related to endangered species and other commodities.

PART C — (20 marks)

Compulsory.

17. Case study:

When you are selling complex software that helps companies innovate and build world-class products, consistency and clarity of marketing communications is a must. Maintaining that message consistency is a challenge for any company, but for young men software it's compounded by a large, global marketing organization that supports regional programs across diverse geographies. The provider of product lifecycle management (PLM) software needs to fill its story on a global scale, across multiple languages and in a way that is contextually relevant to a variety of different industry segments and international audiences.

For the young men PLM software global marketing organization driving universal brand and message consistency was an elusive target. A one-size-fits-all marketing message didn't work across the myriad of challenges faced by customers and prospects and the unique requirement for each industry region and a regulatory compliance issues.