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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER - 2023
SEMESTER -IV
Sub: Business Environment (MBA401)

Date: 21/12 /2023	Total marks: 60	Time: 10.00am to 12.30pm
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SECTION – I

Q. 1. Fill in the blanks. (5)

1. is a benefit of globalization for businesses.

a) Increased competition	c) Increased trade restrictions
b) Lower barriers to entry in new markets	d) Reduced cultural diversity
2. is an example of a political risk that could affect international business operations?

a) Economic instability	c) Technological advancements
b) Fluctuations in exchange rates	d) Changes in government regulations
3. is Not a strategy that businesses use to manage risks in the international business environment?

a) Diversification of operations across multiple countries	c) Adapting to local cultures and customs
b) Hedging currency exchange rates	d) Ignoring risks altogether
4. One of the most visible features of globalisation is the

a) Technological advancements	c) Migration and mobility
b) Trade liberalisation	d) Investment and capital flows
5. The is an intergovernmental organization that regulates international trade. It was established on January 1, 1995.

a) IMF	c) WTO
b) IBRD	d) GATT

Q. 2. Answer the following. (Any Two) (20)

1. Discuss the concept of Trade Barriers? Explain the various forms of Tariff Barriers?
2. Define 'International Business'. What are the features of 'International Business'?
3. Define globalisation and explain the characteristics of globalisation.
4. What do you mean by economic integration? Explain the various types of economic integration.

Q. 3. Write notes on. (Any Two) (10)

1. Countervailing Duty (CVD)
2. H.O. Theory of International Trade
3. Socio-Cultural environment

SECTION – II

Q. 4. Case Study

(15)

Case Study: Coca-Cola's Entry into India

Coca-Cola is a multinational beverage company that produces and sells soft drinks, juices, and other non-alcoholic beverages in more than 200 countries around the world. In 1993, Coca-Cola announced its entry into the Indian market, which was seen as a major strategic move for the company given the size and potential of the Indian market. However, Coca-Cola faced a number of challenges in India related to the country's economic, political, and social environment.

Economic Environment:

India's economy at the time was characterized by a high degree of protectionism and government control, with numerous trade barriers and restrictions in place. Coca-Cola had to navigate this complex regulatory environment in order to establish a presence in the Indian market. Additionally, India's infrastructure was underdeveloped, making it difficult for Coca-Cola to distribute its products efficiently and cost-effectively.

Political Environment:

India's political environment was also challenging for Coca-Cola, with a complex system of federal and state-level regulations and a history of political instability. Coca-Cola had to work closely with government officials at all levels to ensure compliance with regulations and to build strong relationships with key stakeholders. Moreover, Coca-Cola faced criticism from some political and social groups who opposed the company's presence in India on the grounds of environmental and health concerns.

Social Environment:

India's social environment was diverse and complex, with a wide range of cultural, linguistic, and religious groups. Coca-Cola had to tailor its products and marketing strategies to appeal to different segments of the Indian population. Moreover, Coca-Cola faced criticism from some social groups who opposed the company's products on the grounds of health concerns and cultural values.

Questions:

1. How did Coca-Cola navigate the complex regulatory environment in India in order to establish a presence in the market?
2. What were some of the key challenges that Coca-Cola faced in India related to the country's infrastructure?
3. How did Coca-Cola address the concerns of political and social groups who opposed the company's presence in India?
4. How did Coca-Cola tailor its products and marketing strategies to appeal to different segments of the Indian population?

Q. 5. Answer the following:

(10)

- a) Discuss the concept of Trade Barriers? Explain the various forms of Non-Tariff Barriers?

OR

- b) Discuss in detail the various Modes of entry into international business.