

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER -III– EXAMINATION – WINTER 2021**

**Subject Code: 4539281****Date: 17-02-2022****Subject Name: International Business****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
Q.1	Define the following with practical examples. (a) Polycentric (b) Laissez-Faire vs. Government Intervention (c) Home country & host country (d) Repatriate (e) Ad Valorem tariff (f) Hard & soft currency (g) GATT	14
Q.2	(a) Explain economic rationales for governmental intervention in foreign trade.	07
	(b) Define Porter's diamond theory and country similarity theory with its advantages & disadvantages.	07
	<b>OR</b>	
	(b) "All nations have their own constitutions". Discuss the statement in the light of Political and Legal Business Environment.	07
Q.3	(a) Define Culture. Explain culture determinants in brief.	07
	(b) By selecting any product of your choice, define life cycle of product internationally.	07
	<b>OR</b>	
Q.3	(a) Define Globalization. Is Globalization bad or Good? Justify your statement.	07
	(b) Write short note on WTO & European union	07
Q.4	(a) Before selecting any country to do business with, which information is scanned by managers?	07
	(b) What is Expatriate? Define the process of managing expatriate.	07
	<b>OR</b>	
Q.4	(a) Explain usual pattern of Internationalization with its graph/chart in detail.	07
	(b) Define Integration-Responsiveness (IR) Grid with its four types of strategies.	07

**CASE STUDY:****Case: New Distribution Initiatives at HLL**

This case analyses the distribution strategy of Hindustan Lever Limited (HLL), the 51.6% subsidiary of Unilever and the largest FMCG Company in India.

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Traditionally HLL's distribution network consisted of wholesalers and retailers. HLL had presence in 80 lakhs retail outlets and there was 'one size fit for all' distribution strategy to serve all those outlets. But due to change in consumer demography, consumer behavior and market structure, the traditional distribution system failed to deliver the results.

Urban customers wanted products with unique, value added and customized offerings with convenient shopping.

Apart from this, emergence of rural market also forced HLL to change its distribution system.

HLL dealt with these two issues differently. For urban market it developed different distribution system cater to different type of customers. Along with this, it provided value added service, convenience and customized offering to urban customers. On the other hand, in rural markets, to increase brand awareness and product availability, it introduced alternative distribution systems. Through these changes, HLL brought its brands closer to customers.

HLL's approach to distribution was holistic and developed a three-way convergence of product availability, brand communication and brand experience.

- (a) Explain the situation analysis of company in international market. 07
- (b) Draw a supply Chain network for HLL. 07

**OR**

- (a) Explain porter's five force analysis for above company. 07
- (b) If you are handling distribution network then what types of distribution system you will design to reach rural and urban market and Why? 07

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