PRN:		Course Code :	MBCIB305R

Third Year **B.B.A** End Semester Examination Winter 2023

INTERNATIONAL OPPORNUNITIES AND RISK

Day and Date: Friday, 15/12/2023 Max Marks: **100**

Time : 10.30am to 1.30PM Duration: **03** hrs

Instructions: All questions are compulsory.

		Marks	Bloom's Level	CO
Q.1	**Attempt the following**			
a)	Explain the role of crowd-funding platforms in facilitating international business ventures. Provide an example of a successful crowd-funded international project and discuss its impact.	08	L2	CL01
b)	Analyze the potential impact of Virtual Reality on international trade shows and conferences.	08	L4	CL01
	OR			
b)	State and briefly describe two other emerging technologies or trends in the telecommunications sector that are likely to have a significant impact on the industry in the next five years.	08	L1	CL01
Q.2	**Attempt the following**			
a)	XYZ Corporation, a leading technology firm, is considering expanding its operations globally. The company wants to leverage international linkages to enhance its market presence and competitiveness. i. Identify and Explain the Types of International Linkages XYZ Corporation Could Utilize for their expansion. ii. Recommend a Market Entry Strategy Based on International Linkages.	08	L3	CL02
b)	Interpret the negotiation and decision-making process in international market.	08	L4	CL02
	OR			
b)	Explain the importance of clear communication in the successful transfer of technology, citing two potential challenges and their solutions.	08	L2	CL03
Q.3	**Attempt any two from the following**			
a)	Tech Innovators Inc. formed strategic alliances with local startups in Southeast Asia to gain insights and establish a local presence. Imagine the company is planning to enter a different region, like South America. Suggest specific strategies for forming alliances with local businesses in South America and how these alliances can contribute to the company's success in the new market	08	L3	CL03
b)	Discuss how digital tools, data analytics, and communication technologies can improve the efficiency and effectiveness of opportunity management on a global scale.	08	L2	CL03
c)	Explain the significance of strategic planning in the exploitation	08	L2	CL03

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of opportunities in international business.

Q.4		**Attempt any two from the following**			
	a)	Sketch & interpret international company's organismal structure.	08	L3	CL04
	b)	Illustrate two fundamental communication difficulties that often arise in international business due to cultural differences.	08	L2	CL04
	c)	Critically assess the role of emerging technologies, such as blockchain and digital currencies, in shaping the landscape of universal payment methods in international business.	08	L5	
Q.5		**Attempt any Two of the following**			
	a)	In your role as a business strategist, overseeing a major international infrastructure project. Apply your understanding of political risk to create a risk response plan that addresses potential disruptions due to changes in government policies or regulations.	09	L3	CL05
	b)	Recognize the benefits of utilizing Risk breakdown structure strategy for managing the projects in international market.	09	L1	CL05
	c)	Explain the impact of political instability on country risk in international business. Provide real-world examples to illustrate your explanation.	09	L2	CL05
Q.6		**Attempt any Two of the following**			
	a)	Illustrate the potential challenges that may arise when developing a Resource Breakdown Structure (RBS) for a large-scale construction project	09	L4	CL06
	b)	Recall the basic differences between quantitative and qualitative risk analysis in the context of international business project management?	09	L1	CL06
	c)	In a real-world project context, describe a situation where information from the Risk Register influenced a project decision or strategy, and explain the outcome.	09	L3	CL06

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