



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April 2019)

School : School of Management

Program: MBA

Course: International Business Environment and Management

Course Code: MGT 526

Semester: II

Max Marks:40

Duration (mins):90Mins

Note : 1) Figures to the right indicates full marks.

2) Answer any three questions from section A and any one from Section B.

Section A

Answer **any three** questions from section A

Q 1. What do you mean by NAFTA and what are its objectives? Describe the steps taken by NAFTA in bringing economic integration among the USA, Canada, Mexico. (10)

Q 2. Explain the role of MNCs in India economy. Why would MNCs like to Indianise their Operations (10)

Q 3. What do you mean by Foreign Direct Investment? Explain its forms. Differentiate between FDI and FII. (10)

Q 4. Write Short Note on **any two** of the following:- (5x2=10)

- a) World Bank
- b) IMF
- c) Balance of Payment
- d) Global Supply Chain

Section B

(10x1=10)

Q 5. "Some argue that WTO is the third pillar of global business. But many argue that the WTO is the Wrong Trade Organization." Critically Comment.

OR

Read the case carefully and analyze the caselet. Answer the questions given below.

Introduction:-

The caselet highlights the franchiser-franchisee relationships of popular restaurant chains - KFC, Taco Bell, and Pizza Hut, owned by Yum! Brands. These fast food companies faced strained relationships with their respective franchisees.

The caselet elaborates on how a variety of factors caused misunderstandings between the popular fast food companies and their respective franchisees.

Issues:-

- ❖ Is franchising always a better option to expand business operations?
- ❖ Franchiser-franchisee relationship - a growing concern in franchising.
- ❖ The strained franchiser-franchisee relationship between KFC and its franchisees.
- ❖ The strained franchiser-franchisee relationship between Taco Bell and its franchisees.
- ❖ The strained franchiser-franchisee relationship between Pizza Hut and its franchisees.

Many companies have adopted the franchising model to expand their businesses in international markets.

Companies that decide to go in for franchising justify their decision by exhibiting statistical figures of low failure rates in franchising when compared to other modes of entering international markets. Some companies even view franchising as the most lucrative way to capture a large market share with extremely low capital investment...

Questions for Discussion:

1. What are the reasons for the strained relationships between KFC and its franchisees? How do you think this could have been avoided?
2. What problems did the franchisees of Taco Bell face due to the strategies adopted by the franchisor?

*****ALL THE BEST*****