

Question:

Evaluate the strategic rationale behind Facebook's acquisition of WhatsApp and discuss its implications for competition and user data privacy. How did this acquisition align with Facebook's long-term business objectives?

MBIB 3002 R

M.B.A. DEGREE EXAMINATION, MAY 2026.

Third Semester

International Business

**MANAGEMENT OF MULTINATIONAL
CORPORATIONS**

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. MNCs are mixed blessings to the developing economics — Comment.
2. Compare and contrast joint venture business and strategic alliance.
3. Discuss the significance of Multinational Corporations.
4. How far environmental scanning is useful to multinational business?

5. Compare and contrast the management practices followed in India and China.
6. List out various methods of corporate restructuring.
7. What are the reasons for technology transfer? What are the key issues involved in technology transfer?
8. There are four different perspectives on business ethics. What are they? Discuss their relevance.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Critically examine the role of multinational Corporations in India's economic growth.
10. Explain with examples how Multinational Corporations are adapting their business strategies to suit Indian market conditions.
11. Elaborate the reasons for the growth of Multinational Corporations.

12. Explain the process of strategic management for a Multinational Corporation.
13. Evaluate the various methods of comparative management.
14. Explain the merits and demerits of centralized and decentralized headquarters-foreign subsidiaries control relationships.
15. Elaborate the different approaches to strategy formulation.
16. Discuss the impact of Foreign Institutional Investment in Indian Market.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case Study (Compulsory) :

In 2014, Facebook acquired WhatsApp for approximately \$19 billion, marking one of the largest tech acquisitions in history. The acquisition was seen as a strategic move by Facebook to expand its global reach, particularly in mobile messaging, and to neutralize competition.