

(Please write your Exam Roll No.)

Exam Roll No. 208191

END TERM EXAMINATION

THIRD SEMESTER [MBA] DECEMBER - 2012

Paper Code: MS 203/BMS503/MSP301 Subject: Management of International Business

Time : 3 Hours

Maximum Marks :60

Note: Attempt any five questions.

- Q1. (a) Critically evaluate the contributions of EPRG framework in understanding the transition from a domestic firm to a global integrated company. (6)
- (b) General Motors expat philosophy is "Compensation should neither overly reward nor unduly punish a person for accepting a foreign assignment". Discuss. (6)
- Q2. How have Indian firms fared in the global competitive environment post liberalization to discuss keeping in view the Indian multinational companies? (12)
- Q3. Why are strategic Alliances are considered to be vehicle of value creation. Taking some recent examples substantiate your answer. (12)
- Q4. Critically comment on: (6+6)
- (a) Cultural adaptation through sensitivity training.
- (b) Organization design in context of global firms.
- Q5. Within 20 years, we would have seen the emergence of enormous global markets for standardized consumer products. Do you agree with this statement justify your answer:- (12)
- Q6. How have the changes in technology contributed to the globalization of markets and production. Would the globalization of production and markets have been possible without these enablers? (12)
- Q7. Price discrimination is indistinguishable from dumping. Discuss the accuracy of this statement. (12)
- Q8. Write short note on: (6+6)
- (a) The role of patent
- (b) Cross cultural communication

www.onlineseva.net
