

## MANAGEMENT PROGRAMME

Term-End Examination

June, 2012

### MS-97 : INTERNATIONAL BUSINESS

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :**
- (i) There are two Sections : A and B.
  - (ii) Attempt **any three** questions from **Section-A**. Which carries **20** marks each.
  - (iii) **Section-B** is **compulsory** and carries **40** marks.
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#### SECTION - A

1. (a) Briefly discuss the distinguishing features of Transaction Cost Approach of FDI.  
(b) Analyse the various factors that influence foreign investment decisions.
  
2. (a) "MNEs try to build understanding, identification and commitment of individual managers to the overall corporate agenda". What tasks are involved on the part of MNEs to develop a global perspective among its employees ?

- (b) Differentiate between Ethnocentric, polycentric, and geocentric approaches to structuring international business operations.
- 3.
- (a) What are the variables of performance in International Business ?
  - (b) What are the various ratios used as performance indicators for International Business. Discuss in brief.
- 4.
- (a) How can a company which has become international recently manage its negotiations effectively in the international field ? Discuss.
  - (b) Why do the MNEs not like to have a common compensation policy for their employees worldwide?
5. Explain the following :
- (a) Interventions in international business.
  - (b) Role of UNCTAD.
  - (c) Motivations for MNE operations in developing countries.
  - (d) ASEAN - benefits and functions.

## SECTION - B

6. (a) What, according to you, India must do to improve its international competitiveness ?
- (b) Suppose you have been offered a job in IBM to work in its Planning Department overseas. If you have to help the company in formulating a strategy focusing on ASEAN countries, what would you ask the company before accepting this assignment ?
7. Over the last two decades, the entertainment industry in India experienced several changes. What, do you think, are the reasons for these changes? Do you agree that India's entertainment industry has become globally competitive ? Why or why not.
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