

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2014**

**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 four questions from Section A and any one question from Section B. All questions carry equal marks.*

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**SECTION-A**

1. What different stages a firm often graduates through to become a multinational enterprise ? Explain, with examples, the factors that have given rise to the emergence/growth of Indian multinational corporations.
  
2. (a) What are the generally followed methods of integrating the subsidiaries of MNEs ? Discuss briefly.  
  
(b) What could be the different structural orientations to organizing international business ? Also offer your comments in the context of present day general practice.

3. (a) In the context of control of international business, what methods of communication can be effectively employed by multinational firms ? Explain.
- (b) "MNCs of developed countries possess some common elements/features which the host developing country governments cannot afford to lose sight of." What are these elements/features about which the governments should feel concerned and why ?
4. (a) Write short notes on :
- (i) Flexible Manufacturing System (FMS)
- (ii) Theory of Mercantilism
- (b) What kinds of decision are involved in relation to production management function of international business firms ? Discuss briefly.
5. Explain **any two** of the following :
- (a) Skills required in cross-cultural negotiations
- (b) Multilateral Code of Conduct on Technology Transfer
- (c) Norms that have been evolved for conducting international business
- (d) Dynamics of international trade groupings

## SECTION-B

6. A moderately large scale company started some two decades ago has built up strong brands and reputation over the years for quality healthcare (including personal healthcare) products. It now wants to enter into foreign markets and seeks your advice. The company management wants you to explain briefly all the possible modes which could be open to it and then wants you to zero on two best modes. What two best modes would you suggest and why ?
  
  7. A foreign MNE manufacturing quality kitchenware products has recently set up its business in India. The company has approached you and seeks your views on the following :
    - (a) The selection criteria and the techniques it can follow to select personnel at the various levels of management; and
    - (b) The methods it can follow for their training and development.
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