

MANAGEMENT PROGRAMME

Term-End Examination

June, 2016

01604

MS-97 : INTERNATIONAL BUSINESS

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any five questions. All questions carry equal marks.

1. (a) Trace the stages of the Corporate Life Cycle theory. Does the theory explain as to why a firm decides to follow a particular sequence ? What improvement or alternative has been offered ?
(b) Discuss the relative merits (and demerits, if any) of strategic alliances as a method of entry into foreign markets.

2. (a) What are the different organization structures that an MNE can adopt ? On what factors the choice of an appropriate structure would depend upon ?
(b) Explain various planning modes that could be followed in large corporations. Support your answer with some real life illustration.

3. (a) What are the factors which influences the choice of ownership strategy ? Discuss management of a Multifocal Strategy in your own words.
(b) There are three types of 'mental maps' to discuss the structure and interrelationships between parent and subsidiaries. Briefly discuss the ways by which MNEs attempt to integrate with their subsidiaries ?
4. What factors would determine the extent of delegation (or decision making authority) to subsidiary managers ? What forms can the dependency of a subsidiary for resources on headquarters take ? Explain.
5. (a) What broad approaches an MNE can follow for meeting its manpower requirements ? Critically examine them in the present business context.
(b) Discuss the managerial aspects of cross-cultural transfers and promotions. What factors would influence the policies in this respect ?
6. "Location of production facilities is a complex decision as it is affected by several variables." Discuss. Write in this context, a critical note on Comparative Advantage and International Competitiveness.

7. Write short notes on **any four** of the following :
- (a) International trading houses
 - (b) Managing a multi-focal strategy
 - (c) Endogenous and exogenous variables contributing to performance
 - (d) Re-negotiation and its rationale
 - (e) MNEs and New International Economic Order
 - (f) ASEAN
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