

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,

**Program: PGDM-IB (Batch 2016-18), Trimester-III
Subject: International Business -II
(End Term Examination)**

Maximum Marks: 50

Duration: 3 hours

03.04.2017

Instructions

- 1. All the three questions are compulsory**
- 2. Question 1 carries 24 marks, Question 2 carries 20 marks and Question 3 carries 06 marks.**

QUESTION 1

Explain briefly the following terms and their strategic significance for a company's International Business:

- Codetermination
- Keiretsu
- Private Labels
- Foreign Trade Zone
- Hardship Allowance
- Kanban Systems
- Matrix Organization Structure
- Missionary Selling
- Transaction Cost Theory
- Electronic Data Interchange
- Third Country National
- Equity Alliance
- Export Intensity
- QS 9000
- Foreign Trading Companies
- Ransom Insurance

QUESTION 2

Distinguish between the following terms and explain the strategic significance of each of these 20 terms for a company's International Business:

- Link Alliance & Scale Alliance
- ISO 9000 & ISO 14000
- Buyback & Offset in Counter Trade
- Sales Orientation & Customer Orientation in International Marketing
- Market Control & Clan Control based organizational systems
- Global Brands & National Brands in International Marketing
- Centralized Manufacturing Strategy and Regional Manufacturing Strategy
- Zero Defects & Acceptable Quality Level
- Polycentric & Geocentric Staffing
- Mass Market & Niche Market based Segmentation in International Marketing

QUESTION 3

Using the relevant diagrams, explain briefly each of the following 3 terms and explain separately the strategic significance each of these 3 terms for company's International Business.

- Link between organizational culture and strategy of a company
- Gap analysis in International Marketing.
- Industry Value Chain

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