

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,**  
**Vidyavihar, Mumbai- 400077**

**Program: PGD-RM (Batch2017-19), Trim-IV**  
**Subject: International Business**  
**(End Term Examination)**

**Maximum Marks: 50**

**Duration: 3 hours**

**Date: 17<sup>th</sup> Sept 2018**

**Instructions**

- 1. Question 1 is compulsory.**
- 2. Attempt any TWO from rest of the questions.**

**Q1. Analyze the case study “Humus Bar:Dipping into International Markets” and answer the following questions: (30 Marks)**

- A. Conduct a SWOT analysis of Humus Bar.
- B. What entry mode is best for Humus Bar? Will the entry mode vary by the market?
- C. Identify the three most important cities with highest potential for Humus Bar. What according to you are the three most important factors in selecting the Cities?

**Q2: :** "WTO is criticized for serving the interest of multinational corporations from developed countries. It has been alleged that it is not a democratic institution, and yet its policies impact all aspects of society and the planet. The WTO rules are written by and for corporations with inside access to the negotiations. Even requests for information are denied and the proceedings are held in secret."

**Do you agree/disagree with these allegations on WTO. Discuss with suitable examples. (10 Marks).**

**Q3. Give reasons for following statements: (Any 1) (10 Marks)**

- a) Criteria for the attractiveness of retail environment in emerging countries.
- b) Globalization has led to homogenization of customers taste and preferences.
- c) Counter trade help in overcoming the shortage of foreign exchange.

**Q4.** “Companies have to reevaluate their globalization strategies in the light of protectionist pressure”. Do you agree/disagree? How are multinational corporations responding to protectionist pressure?

**Q5.** Short Notes (**Any One**) (10 Marks)

- i. Provenance Paradox
- ii. Dumping
- iii. Self Reference Criteria

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