

K.J. Somaiya Institute of Management Research

Vidya Vihar ,Mumbai-77

PGDM (IB) 2018 – 20 BATCH – III TRIM

Subject-International Business-II

(End Term Examination)

Date: 05/04/2019

Time : 3 Hours

Marks : 50

NOTE:-

- a) Answer any 5 questions
- b) Each Question carries 10 marks
- c) HBR Handbook given to students will be allowed during examination

1 What is meant by international expansion programmes of Lincoln Electric? What are the pitfalls?

How they could have avoided the pitfalls in their expansion programme?

2. a) Bring out the differences between on shore and off shore corporations?

b) Explain the factors that influence cross border Equity investment?

3. What are the aspects of International Labour practices followed by Nike? Explain & Bring out the

duties & responsibilities of NIKE in this regard

4. What are the different Export Trade Strategies ? Bring out their merits and demerits

5. Distinguish between Foreign Direct Investment and Foreign Portfolio Investment?

What are the regulations governing FDI & FPI in India?

6. What are the different aspects of E-Business as a strategy?

Do you think E-Business has a future in India? Why?

7 Explain the following concepts with examples :-

- a) International HR Management
- b) International Operations Management
