

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Vidyavihar, Mumbai- 40007

Program: MHRDM – III Sem. (Batch 2017-20)

Subject: International Business

(End Term Examination)

Maximum Marks: 50.

Time: 3 Hrs.

Date: Nov 21, 2018

Instructions

1. Answer Q 1 and any *three* of the remaining questions
2. Q 1 carries 20 marks; each other question carries 10 marks.
3. Illustrate your answers with examples
4. Conceptual clarity will influence evaluation of answers

Q: 1 Answer any *two* of the following:

- i “Doing business in China is full of several risks, yet several companies have rushed to set ventures in China”. Discuss
 - ii Explain the terms: i. The foreign exchange market ii. Spot and Forward transactions
iv. Options and Futures v. Derivatives.
 - iii Why is it important to understand culture of a country for success in International Business.
Explain with examples
 - iv. Discuss certain key competencies MNEs look for in expatriates while posting them abroad.
What are the main concerns of expatriates before moving to their foreign assignment?
- Q: 2 “Organization structures have to change with changing times” Why?
Discuss in brief Contemporary Multinational Organization Structures and their advantages over classical structures
- Q: 3 Discuss the statement ‘effective supply chain management is one of the most important tools In reducing costs and boosting revenues’
- Q: 4 What are the generic strategies followed by MNEs. Discuss any one of them explaining their characteristics, merits and demerits
- Q: 5 Explain with examples why acquisitions have become important for growth and expansion of an MNE?
What are the benefits of acquiring a firm over setting up a green-field venture?
- Q: 6 Explain the characteristics of ethnocentric, polycentric and geocentric approaches MNEs follow in staffing international operations.
- Q: 7 Discuss the concept of ‘Value Chain’. What factors do MNEs consider while configuring their Value Chain activities.
