

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

Vidyavihar, Mumbai

Program: PGDM IB (Batch2017-19), Term II

Subject: International Business

(End Term Examination)

Maximum Marks: 50.

Date: Jan. 6, 2018

3 pm to 6 pm

**Instructions**

1. Attempt Q: 1 and any 2 of the remaining questions
2. Q: 1 carries 20 marks, each other question carries 15 marks each
3. Illustrate your answers with examples
4. Conceptual clarity will influence evaluation of answers

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

- I Discuss key competencies required for the success of an expatriate. Explain their major concerns before moving to their foreign assignment.
- ii Why do companies pursue global sourcing. Discuss advantages and disadvantages
- iii Discuss reasons why governments trade barriers and the type of barriers they create.
- iv Explain the terms and their uses i. Options and Futures ii. Derivatives.

Q: 2 "Organization structures have to change with changing times" Discuss.  
Discuss in brief contemporary multinational organization structures and in what way do they have advantages over classical structures

Q: 3 Explain the process a company would follow for evaluation and selection of a country for  
i. Sales expansion ii. Acquisition of resources

Q: 4 Discuss with examples the importance of understanding the culture of a country for business success.

Q: 5 Discuss merits and demerits of Ethnocentric, Polycentric and Geocentric approaches companies use for staffing international operations

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