

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Vidyavihar, Mumbai- 40007

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

Subject: International Business- II

(End Term Examination)

Maximum Marks: 50.

Date: April 5, 2018

10.30 to 1.30

Instructions

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

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

- i. Discuss factors that encourage global integration and local responsiveness
- ii. Explain the motivating reasons for importing
- iii. Discuss the influencer factors of the International Accounting Practices.
- iv. Explain the characteristics of Eurocurrency markets and its major sources of funds

Q: 2 When a company finds its sales below country potential; it does 'Gap Analysis'
Explain the concept of 'Gap Analysis'

Q: 3 Discuss with **one** example, how some MNEs such as Zara, Louis Vuitton, Apple have been successful in creating a global brand leadership in their respective industry segment.
Discuss the strategies followed by them.

Q: 4 Discuss characteristics, benefits and limitations of the following generic strategies:

- International
- Multidomestic
- Global
- Transnational

Q: 5

- i. Discuss challenges and opportunities of international distribution.
- ii. What factors do we take into account while appointing a distributor?
- iii. Many a times distributors choose which companies or products to handle.
How does an MNE looking for a distributor in a country motivate and win-over a distributor.
