

**K.J. Somaiya Institute of Management Research**  
**Vidya Vihar ,Mumbai-77**  
**Subject-Multinational Management**  
**End Term Examination )**  
**PGIB(2<sup>nd</sup> Year)**  
**(Trim VI)-2018-2019**

**Date:- 10/04/2019**

**Marks : 50**

**Time : 3 Hours**

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NOTE:-

- a) Answer any 5 questions
- b) Each Question carries 10 marks
- c) HBR Handbook given to students will be allowed during examination  
Time :- 3 hours

Total :- 50 Marks

- 1 a) What is meant by multinational management of a company?  
b) How it differs from domestic management?
2. a) Bring out the features of Strategic planning ?  
b) Explain the concept of Left and Right Handed Planners ?
3. a) What are the different aspects of International Financial management? Explain the responsibilities of a Chief Financial officer in this regard?
4. Do you think International Supply Chain Management is necessary for a multinational Company? Give Examples and explain
5. a) What criteria you will apply for selection & training of expatriate posting of employees.  
b) Distinguish between relocation and repatriation of employees?
6. a)What are the different aspects of E-Business as a strategy?  
b) Do you think Indian MNCs should adopt this strategy? Why?
- 7 Explain the following concepts with reference to MNCs :-
  - a) International Marketing Research
  - b) Brand building by MNCs

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