

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

Vidyavihar, Mumbai- 40007

Program: PGDM IB, (Batch2016-18), Term VI

Subject: Multinational Management

(End Term Examination)

Maximum Marks: 50.

Date: April 2, 2018

3 to 6 pm

**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 highlights of corporate culture of Japan. In what way does it differ from western culture?
- ii. Great companies don't consider themselves as money making machines. They think differently says Prof. Rosabeth Kanter of Howard Business School. How do they think differently that makes them great? Explain.
- iii. Explain Peter Drucker's Theory of Business. In what way does it shape organizational behavior and decision making?
- iv. Discuss various concerns of an expat during mobility and how should companies manage them so that they continue to contribute significantly to the project assigned to them?
- v. "Despite massive investments of management time and money, innovations remain a frustrating pursuit in many companies" says Professor Gary Pisano of the Howard business School. What might be the root cause of this frustration? Suggest some possible solutions

Q: 2 In a recent research, several MNEs expressed concern at the rising geopolitical risks. In what way do the geopolitical risks impact an MNE, that they have expressed concern? What policies MNEs might develop to be able to manage them?

Q: 3 There are several examples of companies which follow certain best practices because of which they become great leaders in their respective business domains. Discuss those best practices with examples.

Q: 4 A MNE may be looked upon as a value chain. Discuss various ways in which it may configure its value chain activities in various locations. Discuss the factors that may influence the configuration. How does an MNE control these activities spread in several countries.

Q: 5 Discuss characteristics of *Emerging Markets*. In what way do they differ from developed markets? Discuss with an example strategies of a company successful in emerging markets.

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