

MANAGEMENT PROGRAMME

Term-End Examination

December, 2017

00209

MS-097 : INTERNATIONAL BUSINESS

Time : 3 hours

*Maximum Marks : 100
(Weightage : 70%)*

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- Note :**
- (i) *There are two sets.*
 - (ii) *Set-I is meant for the students who have registered for MS-097 prior to July 2016 and*
 - (iii) *Set-II is meant for those who have registered from July 2016 onwards.*
 - (iv) *Attempt any five questions, all questions carry equal marks.*
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SET - I (Pre - revised)

- 1. (a) Discuss the various factors that influence foreign investment decisions.
- (b) State the various distinguishing features of Transaction Cost Approach of FDI.
- 2. What types of organisation structures usually evolve over different stages of internationalisation of business ? Briefly explain with examples.
- 3. (a) Critically examine the various approaches to controlling international business.
- (b) What is meant by intra - firm trade ? In what ways does it affect the host country ?



4. Why do many a multinational not have a common pay and benefits policy for their employees worldwide ? Discuss. What is the balance sheet approach to compensation of employees ?
5. What, according to you, are the reasons for the emergence of regional trade groupings ? Mention a few of the existing groupings and discuss how they have benefitted the trade ?
6. What do you understand by International logistics ? What are the various activities involved in international logistics ? How could an international firm optimise its logistics cost ?
7. Write short notes on **any three** of the following :
 - (a) Role and future of SAARC
 - (b) ASEAN and its significance to India
 - (c) Flexible Manufacturing Systems
 - (d) International Trade in Services
 - (e) Stages in cross - cultural negotiation process

SET - II (Revised)

1. Discuss the importance of international business and the challenges involved in international business citing examples.
2. Discuss in detail the key economic issues which influence international business.

3. What are the characteristics of transnational structure ? How does transnational structure differ from other structures ?
 4. Discuss the elements and components of international logistics management and the role of outsourcing.
 5. "The new wave of e - business has not left any business unaffected by it". In the light of this analyse how international supply chain management has leveraged the power of e - business ?
 6. "Ethics encompasses the entire business and business activities". In this context, discuss business ethics and corporate values giving examples.
 7. Write short notes on **any three** of the following :
 - (a) Procedure of country risk analysis
 - (b) Process of globalisation
 - (c) Benefits of International business
 - (d) International Recruitment and selection process
 - (e) Corporate philanthropy
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