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**MS-97**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2020**

**MS-097 : INTERNATIONAL BUSINESS**

*Time : 3 Hours*

*Maximum Marks : 100*

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*Note : (i) There are two Sections : Section A and  
Section B*

*(ii) Answer any three questions from  
Section A.*

*(iii) Section B is compulsory.*

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**Section—A**

1. Explain the concept of globalization and describe the drivers of globalization.

**P. T. O.**

2. What are the socio-economic factors that influence business ? What are the problems that companies face when they ignore cultural sensitivities of a country ? Discuss with relevant examples.
3. Describe the framework for designing global business strategy in detail.
4. Define global financial system. Discuss the various terms of payments of international trade.
5. Write brief notes on the following :
  - (a) Ethics, corporate social responsibility and corporate philanthropy.
  - (b) The concept of BRICS

**Section—B**

6. (a) Analyse the policies that have been implemented in developing countries to attract higher volumes of FDI with special reference to India. Do you think that the policy shift in India has been successful in this regard ? Give reasons.
- (b) What effects do MNC operations usually have on management of domestic firms ? Discuss in the light of your own country's experience, citing relevant examples.