

MANAGEMENT PROGRAMME

Term-End Examination

February, 2021

MS-097 : INTERNATIONAL BUSINESS

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note :

- (i) *This question paper consists of **two** sections — A and B.*
 - (ii) *Attempt any **four** questions from Section A, each question carries 20 marks.*
 - (iii) *Section B is **compulsory** and carries 20 marks.*
-
-

SECTION A

1. Differentiate between domestic and international business and discuss the importance of international business.
2. “Country attractiveness is a function of the market prospects, the competitive context and the risks involved in the country.” In this context, discuss country attractiveness and opportunities with suitable examples.

3. Discuss in detail the concept and need for strategic alliances, giving examples.
4. Examine the various strategic issues involved in International Operations Management.
5. Discuss the issues involved in transfer pricing and double taxation.

SECTION B

6. (a) In what ways is the increased affluence and growth of consumer goods industries in developing countries like India, leading these countries towards values and beliefs that are more like those prevailing in the United States and other Western countries ? What, in relation to Indian business, has been the effect of such influences on
- (i) personnel selection practices,
 - (ii) decision making, and
 - (iii) quest for improvement ?
- (b) Several Indian companies have internationalised their operations over the last two decades or so and some of them have even become global companies. What could have been the motivations for expanding business by way of internationalising their operations ? Discuss with suitable examples.
-