

MASTERS IN BUSINESS ADMINISTRATION

Term-End Examination

December, 2022

**MMPC-016 : INTERNATIONAL BUSINESS
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any **five** questions. All questions carry equal marks.*

1. What are the mechanisms through which firms enter into foreign markets ? Explain giving examples.
2. Discuss the Foreign Direct Investment theories.
3. Discuss the theories of Internationalization.
4. Discuss the concept and types of strategic alliances, giving examples.
5. Distinguish between domestic and international marketing and explain the international marketing mix, with the help of examples.

- 6.** What do you understand by the term International Operations Management ? Discuss the strategic issues in international operations management.
 - 7.** Briefly discuss the cross-cultural issues in international HRM.
 - 8.** Write short notes on the following :
 - (a) Benefits of International Business
 - (b) Ecological Environment
 - (c) Transnational Structure
 - (d) International Cash Flows
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