

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2022**

**MS-097 : INTERNATIONAL BUSINESS**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :**

- (i) Attempt any **five** questions.
  - (ii) All questions carry equal marks.
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1. Differentiate between Domestic and International business and discuss the importance and benefits of international business.
2. How does economic environment influence international business ? Discuss in detail with examples.
3. Explain the concept of global strategy and discuss the framework to design global strategy.
4. Describe the Four C's of Human Resource Management (HRM). What are the types of training imparted to expatriates and what factors can ensure its success ? Discuss.

5. Write short notes on any *four* of the following :
- (a) Effects of Globalisation
  - (b) Matrix Division Structure
  - (c) Resource Endowment
  - (d) International Logistics Outsourcing
  - (e) Business Ethics
6. “Within a decade and a half we will have seen the emergence of enormous global markets for standardised consumer products.” Do you agree with the statement ? Justify your answer.
7. How can a country’s political policies and legal framework influence the international business activity ? Support your answer with examples.
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