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MS-97

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

MS-97 : INTERNATIONAL BUSINESS

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Distinguish between domestic and international business and discuss the importance and benefits of international business.
2. Discuss in detail the key economic issues that influence international business.
3. What are the factors that make an economy/country attractive in the context of risk analysis ? How country attractiveness is dependent on the industry opportunities ?

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4. Discuss the key aspects of global business strategy and describe the framework for designing global business strategy.
5. Explain the 4C's model of Human Resource Management (HRM) and discuss cross-cultural issues in international HRM in detail.
6. Distinguish between domestic and international marketing. Explain the reasons for entering international markets along with ERPG framework.
7. Define business ethics. Discuss business ethics and corporate values in detail.
8. Write short notes on the following :
 - (a) Stages of globalisation
 - (b) European Union (EU)
 - (c) Transnational Structure
 - (d) Need for Strategic Alliance