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**MS-97**

**MANAGEMENT PROGRAMME  
(MP)**

**Term-End Examination**

**June, 2024**

**MS-97 : INTERNATIONAL BUSINESS**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. Why do firms go international ? Discuss in detail.
2. Discuss the detail the socio-cultural factors that influence international business, citing examples.
3. What are the different modes of entry and strategies in which an organisation enters any market ? Discuss.
4. Discuss in detail cross-cultural issues in international human resource management.
5. (a) Discuss the concept of BRICS.

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- (b) Analyse the impact of enlargement of European Union on India.
6. Discuss in detail the opportunities and challenges related to e-business.
  7. Write short notes on any *four* of the following :
    - (a) Transition economics
    - (b) Strategic Alliances
    - (c) Global Reporting Initiative
    - (d) Special Drawing Rights (SDRs)
    - (e) World Trade Organisation (WTO)