

Exam. Code : 109103

Subject Code : 8094

B.Com. (Hons.) 3rd Semester

**MANAGEMENT OF INTERNATIONAL BUSINESS
OPERATIONS**

Paper—I (Group—IV)

Time Allowed—Three Hours] [Maximum Marks—50

SECTION—A

- I. Short answer type questions (any **TEN**) : 10×1
- (i) What are characteristics of MNCs ?
 - (ii) Describe various communication styles.
 - (iii) Compare international marketing with domestic marketing.
 - (iv) What are benefits of international trade ?
 - (v) Define culture.
 - (vi) What are disadvantages of global outsourcing ?
 - (vii) What is offshoring ?
 - (viii) How culture affects decision making ?
 - (ix) What is social responsibility perspective ?
 - (x) Differentiation vs. Integration.
 - (xi) How Foreign Corrupt Practices Act affects global managers ?
 - (xii) Differentiate between mergers and acquisitions.

SECTION—B**(Essay Type Questions, any TWO)**

- II. Discuss the scope and significance of international business. 10
- III. What are the political risks faced by the MNCs ?
What steps should be taken by MNCs to minimize political risks ? 10
- IV. Compare different direct and indirect entry modes.
Discuss the suitability of different modes. 10
- V. Discuss various dimensions of culture. How culture affects international negotiations ? 10

SECTION—C**(Essay Type Questions, any TWO)**

- VI. Explain different types of organization structures of MNCs. Also discuss their pros and cons. 10
- VII. What are ethics and social responsibility ? Do you agree with the view that MNCs should stick to their home country ethics while operating in the host country ? 10
- VIII. Discuss the factors responsible for outsourcing. Explain the trends towards outsourcing. 10
- IX. Explain competitive strategy and its impact on international business environment. 10