

B.Com. (Hons.) 3rd Sem.**(2117)****Paper: I****Management of International Business Operations****Time allowed: 3 hrs.****Max. Marks: 50**

SECTION – A

- I. Short answer type questions : (Any ten) (10x1)
1. Differentiate between international business and international marketing.
 2. Differentiate between multinational corporation and transnational corporation.
 3. Enumerate elements of culture.
 4. Differentiate between licensing and franchising.
 5. What are components of FDI ?
 6. What are benefits of outsourcing ?
 7. Define efficiency perspective.
 8. Define business ethics.
 9. What is competitive strategy ?
 10. What is Wholly owned subsidiary ?
 11. What is social responsibility?
 12. Why companies go global ?

SECTION –B (Essay type questions) (Any two)

- II. “ FDI is a mixed blessing”. Discuss this statement from the viewpoint of both the home country and the host country. (10)
- III. Present a comparative picture of different forms of entry mode of international business. (10)
- IV. Explain different forms of Mergers and Acquisitions. In what ways are they different from green field investment ? (10)
- V. What are various stages of international negotiations ? How culture affects international negotiations ? (10)

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SECTION-C (Essay type questions) (Any two)

- VI. Explain the evolution of global sourcing. What are risks in global outsourcing and how these risks can be minimized? (10)
- VII. Discuss various provisions of Foreign Corrupt Practices Act. Is this adequate to curb corruption? (10)
- IX. What are organizational characteristics of MNCs? What factors should be taken into consideration while designing organisations? (10)
- X. Explain principles of competitive strategy formulation in detail. (10)

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