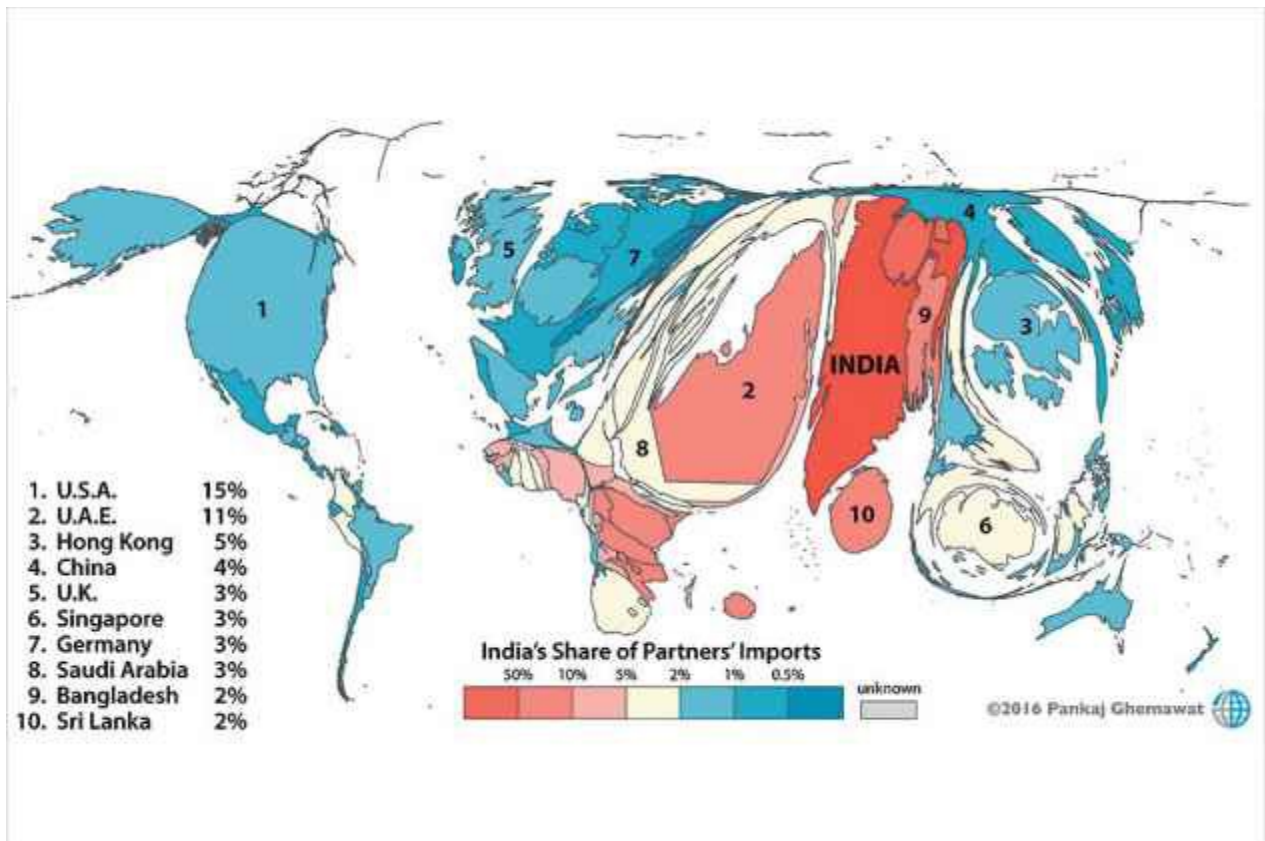


**VPM's
DR VN BRIMS, Thane
Programme: MMS (2016-18)
Third Semester Examination October 2017**

Subject	International Business (Common Subject for All Strems)		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	23.10.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) please refer underneath Map and subsequent Information, and express your business acumen pertaining to India's ranking in International business!! _____20 Marks
(Compulsory question)



The map shows the destinations of India's exports. One immediate inference is the tendency to export more to countries where there is a large population of Indians and people of Indian Origin. While it is true that the U.S is both the largest country in the world in terms of GDP, and India's largest export destination, the United Arab Emirates, which has less than half percent of world GDP but more Indians than any other foreign country, is the 2nd largest destination, Germany is the largest European economy, yet India exports more to Britain, Then there's China, which is 15% of world GDP. Yet accounts for 3.6% of Indian Exports, despite its proximity.

Questions:

Do you believe that Indian Goods are more popular only where there is large Indian population and people of Indian Origin?

Please explain Your Views; How Best India should become better connected with other countries in a globalized world? How can it improve its trade with BRICS countries?

Attempt Any FOUR from the Remaining FIVE Questions

Q2) Answer Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is the basic Objective of WTO ? Does FTA undermine WTO? Discuss with suitable illustrations?
- b) International Business is more complex than Domestic Business?? Explain
- c) Relevance of Make in India!!

Q3) Write Short Notes on Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Off shoring / Outsourcing In International Business
- b) Most favored Nation (MFN)
- c) International Human Resource Management (IHRM)

Q4) Answer Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain in detail, Drivers of FDI – Special emphasis on emerging markets ?
- b) What is E- Commerce and how it is beneficiary to India?
- c) *Explain In Details PESTEL Analysis?*

Q5) Answer Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss Porters “Diamond Model of national competitiveness”
- b) Write in short, Hofstede’s Cultural Dimension?
- c) How does an organization enter in an overseas market?

Q6) Answer Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Do you feel that MNC’s have different quality standards for developed and under-developed countries?? Pl. explains your views with suitable examples?
- b) Write in short , International Product Life Cycle
- c) What is FDI?

Q7) Answer Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Write a short on India’s Foreign Trade?
- b) Impact of Internet on Global Trade?
- c) What is Cross cultural management?