

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA, Winter 2019 - 20 Examination

Semester: 3

Date: 29/11/2019

Subject Code: 06204201

Time: 10:30am to 1:00pm

Subject Name: International Management

Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Which of the following is not an International organization?

a) EU	c) APEC
b) NAFTA	d) FDI
2. The values, norms, and beliefs associated with _____ focus on the relationship between the individual and the group.

a) Individualism	c) Uncertainty avoidance
b) Collectivism	d) Masculinity
3. The _____ represents the newest solution to the complex demands of being locally responsive while taking advantage of global economies of scale and seeking location advantages such as global sources of knowledge.

a) Transnational network Structure	c) Hybrid structure
b) Matrix structure	d) Product Structure
4. _____ is a psychological process resulting in goal directed behavior that satisfies human needs.

a) Motivation	c) reinforcement
b) Rules and regulations	d) strategy
5. Identify a factor that doesn't play an important role in attracting FDI?

a) Laws, rules and regulations	c) Infrastructure related facility
b) Administrative procedures	d) Language.

B). Define the following. (Each of 1 mark) (05)

1. Indirect exporting
2. International strategic alliance
3. Host country Nationals
4. Regional trade agreement
5. Formal cooperative alliance.

C). Direct questions. (Each of 1 mark) (05)

1. What is Deontological ethical theory?
2. Ethical Relativism
3. Explain the difference between developed and developing country.
4. What is Collectivist societies
5. Explain Licensing as a participation strategy.

Q.2 Answer the following questions.

A). Discuss the Hofstede's model of National culture. (07)

B). Explain five steps for successful E-commerce strategy. (08)

Q.3 Answer the following questions.

A). Discuss about the basic multinational strategies. (07)

B). Explain the code of conduct for the multinational company. (08)

Q.4 Attempt any two questions. (Each of 7.5 mark)

(15)

1. Discuss how a manager should decide whether to appoint an expatriate managers or a host country manager?
2. Assume you are a manager at an MNC and you wants to go for an strategic alliance for your complain. Explain how you implement a strategic alliance strategy.
3. Performance maintenance theory as Japanese perspectives on leader behavior.
4. Explain different types of alliances in detail.