

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Winter 2018 - 19 Examination**

**Semester: 3**  
**Subject Code: 06204201**  
**Subject Name: International Management**

**Date: 27/10/2018**  
**Time: 02:00 pm to 04:30 pm**  
**Total Marks: 60**

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**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 Questions****(05)**

1. Which of the following is not a dimension of Hofstede's model of National Culture?
  - a Power Distance
  - b Collectivism
  - c Uncertainty avoidance
  - d Individualism
2. Who among the following is credited with giving the ERG Theory of Motivation?
  - a Henry Fayol
  - b Frederick Herzberg
  - c Clay Alderfer
  - d Ivan Povlov
3. Which of the following is a characteristic of women leadership?
  - a Tough-mindedness
  - b Assertiveness Style
  - c Hierarchy Style
  - d Participative style
4. Which of the following is an example of offensive competitive strategy?
  - a Acquisition
  - b Preemptive strategies
  - c Price-cutting
  - d All the above.
5. Which of the following is a barrier for small business for internationalization?
  - a Lack of commitment
  - b Lack of good consultants
  - c Lack of sufficient scale
  - d None of the above.

**B) Define the following ( one mark each)****(05)**

1. Privatization
2. Culture
3. Religion
4. FDI
5. Organizational design.

**C) Give Short Answers (one mark each)****(05)**

1. What is a Capitalist or Market Economy?
2. What is Work Certainty?
3. What is first-mover advantage?
4. What is the full form of NAFTA?
5. What is comparative advantage?

**Q.2 Answer the following Questions**

A) Discuss some of the reasons why companies seek strategic alliances.

**(07)**

B) Discuss the stages of Internationalization for a small entrepreneurial business.

**(08)****Q.3 Answer the following questions**

A) Explain the five steps for a successful e-commerce strategy.

**(07)**

B) Explain at least four key criteria for picking an appropriate alliance partner.

**(08)****Q.4 Answer any TWO****(15)**

1. Explain the Motivator Hygiene Theory of Motivation.
2. What is transformational leadership? Discuss the behaviours and characteristics of transformational leaders.
3. Discuss at least five traits and strengths the successful multinational manager of the next generation must have.
4. Discuss in detail the Hofstede's Model of National Culture.