

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2017 - 18 Examination

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

Date: 29/12/2017
Time: 02:00pm to 04:30pm
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. (Each of 1 mark) (05)**

1. Hofstede's dimensions of culture were based on a study at —

a) Intel	c) Pepsi
b) Google	d) IBM
2. An alliance between a supplier and a buyer that agree to use and share skills and capabilities in the supply chain, is called:

a) Diversification alliance	c) Shared Supply alliance
b) Vertical Integration alliance	d) Complementary alliance
3. Which of the following has a low-context culture?

a) China	c) Africa
b) USA	d) India
4. Which of the following refers to the predecessor of WTO?

a) IMF	c) OPEC
b) World bank	d) GATT
5. Which of the following is not a member of SAARC?

a) Nepal	c) the Maldives
b) Mauritius	d) Afghanistan

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

1. EMC
2. ETC
3. FDI
4. Turnkey Operations
5. Diversification

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

1. What is E-commerce?
2. What is Off-shoring?
3. What is Outsourcing?
4. What is ethical convergence?
5. What is transactional leadership?

Q.2 Answer the following questions.

A). Explain the process of International Negotiation. (07)

B). Discuss the characteristics of a next generation multinational manager. How can one develop those characteristics through education and experience? (08)

Q.3 Answer the following questions.

A). Define the dimensions of the 7d model of culture and show their managerial applications. (07)

B). Beyond the traditional strategic questions facing all managers, the multinational managers must confront the global-local dilemma. Justify the statement. (08)

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

(15)

1. Hofstede's study revealed that Thailand has a high score on collectivism, moderately high score in uncertainty avoidance and a low score on masculinity. Suggest the motivational practices that may be helpful in determining what works and what does not work in organizations in Thailand.

2. After a couple of years of its founding, DSS International, a software company was asked by a Japanese company: "Who represents you in Japan? We're ready to buy." DSS founder Mr. Dixen was stunned; they had no branches in Japan or anywhere else outside India for this matter. Mr. Dixen took direct responsibility for the Japanese operations. He hired a Japanese Manager from Tokyo. He then faced the decision of whether to sell directly or through local distributors. Small businesses must find ways to reach their foreign customers. Explain the common customer contact techniques for DSS International.

3. Religions continue to be an important aspect of most societies. Religions influence how people do business in different parts of the world. What are the philosophies of each of the world's four major religions? Pick two religions and discuss how they affect the business environment.

4. International business ethics is best understood by focusing on the language of international corporate ethics. Explain the basic ethical languages identified by Thomas Donaldson.