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0605M145

Candidate's Seat No : _____

M.B.A.-II (Sem.-IV) Examination

International Business

May-2017

[Max. Marks : 70

Time : 3 Hours]

Attempt all the questions. Every question carries equal marks

1. International Business is more an opportunity than challenge. Do you agree ? Explain with the help of an example of an Indian company in any industry successful internationally.

 2. Explain the significance of the following in International Business
 - a. Cultural formation and change.
 - b. Legal Issues in International Business.

 3. Explain the following
 - a. Economic Freedom Index
 - b. Commodity Agreements
 - c. Events that can change industry structure
 - d. Managing the Marketing Mix globally

 4. Write short notes on following :
 - a. Cultural differences in accounting
 - b. international Tax Practices

 5. What are the factors influencing Human Resource Management(HRM) in International Business ? Also throw light on selecting, training, compensating, and repatriating expatriates in International HRM.
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