

- Instructions: (1) This paper contains five questions
 (2) Questions 1 and 5 are compulsory
 (3) Questions 2, 3 and 4 have internal options
 (4) Figures in the right side in the parenthesis indicate marks

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- Q-1 McDonalds is an MNC and is one of the largest fast food chains in the world. McDonalds began its operations in India in 1996. Initially, the McDonalds food outlets reported accumulated losses. To overcome this failure, McDonalds developed a business strategy in India which adapted to the local culture in India, its localisation and pricing strategy. McDonalds famous dish is the beef-based hamburger. In India, most of the people do not eat beef and pork and some prefer vegetarian. McDonald's customised its menu with more than 50 percent vegetarian products. It introduced an Indian version of burgers which are made from mutton and chicken. McDonalds also introduced its price strategy in India. It announced reduction in prices by 25 percent for its lunch and dinner menus. Today, McDonalds is a successful food chain and has more than 170 restaurants in India. (14)
- Question - Discuss about the challenges that McDonalds face in India.
- Q-2 Explain the role of foreign direct investment. Analyze the scenario of FDI versus Exports and FDI versus Licensing in context of international business. (14)
- Or**
- Q-2 Explain in detail the economic environment facing international business. (14)
- Q-3 Explain in detail about Regional Economic Integration and regional trading groups in context of cross national cooperation and agreements. (14)
- Or**
- Q-3 Discuss in detail about the International business level strategies and International corporate level strategies by citing suitable examples. (14)
- Q-4 Discuss in detail about the global manufacturing strategies and global supply chain management in context of international business. (14)
- Or**
- Q-4 Explain in detail the ethnocentric, polycentric and geocentric approaches and its appropriateness in context of international human resource management. (14)

Q-5 India-Japan software outsourcing (14)

An Indian based software company, PQR has been doing business with Japan. The company faced many issues. The first and foremost issue faced by the company was the Japanese language. Japanese language is considered to be one of the most difficult languages for people of other countries. The Indian employees found it difficult to adjust to the Japanese culture. It was difficult to sign the deal because the software requirements were explained in the Japanese way. The other problem experienced by the employees was to work in the Japanese style. The company took some steps to solve the problem. First step is that the company attempted to train the software developers to speak Japanese at least at basic level. The second step is that the company tried to make the employees adjust to the Japanese culture. The company had to know the requirements of the people and understand their needs to derive more data and design the products accordingly. The requirement needs selection from top management, managers, and users. By focusing on all the aspects, the software developed could ultimately adjust itself to the Japanese method of working and accomplishing success.

Question

What are the issues faced by Company PQR? Also discuss about the steps taken by Company PQR to overcome the issues?
