

**PG Diploma Sem.-1 Examination  
Paper-2**

**International Business (PIMI HR)**

**Time : 2-30 Hours]**

**January-2025**

**[Max. Marks : 70**

<b>Q:1</b>	Take a country of your choice and write a detailed note on its geography, cultural and political aspects along with write your thoughts on strategies for international marketing in the said country.	<b>(14)</b>
<b>Q:2</b>	Explain the inter-relationship among Culture, Management Styles and Business Systems.	<b>(14)</b>
	<b>OR</b>	
<b>Q:2</b>	Write a brief note on following: 1. EPRG Model 2. Mediation, Adjudication, Arbitration and Litigation	<b>(14)</b>
<b>Q:3</b>	Explain the following terms in brief: (Any 7) 1. International Marketing 2. Strategic International Alliance 3. Skimming Pricing 4. M-Time 5. Cultural Imperatives 6. Primary Source 7. Expatriate 8. Diffusion of Innovation	<b>(14)</b>
	<b>OR</b>	
<b>Q:3</b>	Explain the dynamic environment of international trade and how it can affect the international marketing strategies of businesses.	<b>(14)</b>
<b>Q:4</b>	Explain the meaning and roles of an expatriate and non-expatriate in detail.	<b>(14)</b>
	<b>OR</b>	
<b>Q:4</b>	What do you mean by multinational performance management? Explain the phases of multinational performance management.	<b>(14)</b>
<b>Q:5</b>	Explain the various approaches of international staffing along with its advantages and disadvantages.	<b>(14)</b>