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2606E792

Candidate's Seat No: _____

**P.G. Diploma Sem.-1 (Rep) Examination
Paper-2**

IB-Perspectives on International Marketing & International HR

Time : 2.30 Hours]

June-2025

[Max.Marks : 70

- Q:1** Elaborate about international planning process along with international market strategy. (14)
- Q:2** How does a political environment affect in international marketing? (14)
- Q:3** Explain the difference between domestic HRM and International HRM (14)
- Q:4** Define compensation. Explain the components of a compensation package in detail. (14)
- Q:5** What do you mean by Performance management? Explain the four phase of performance management system (14)
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