

Seat No. \_\_\_\_\_

University of Pune  
Department of Management Sciences (PUMBA)  
Executive MBA

**1st Year External Exam May - 2013**

**202 - INTERNATIONAL BUSINESS MANAGEMENT**

**Time: 2.30 hrs**

**Marks: 50**

**Instructions to Students:**

**Answer any two. Both questions carry equal marks.**

1. What are the various modes of entry into a foreign market? Describe with examples for each.
2. You are the marketing director for a small manufacturer of silver and gold jewelry that does business in the United States and in Western Europe. Discuss how the trends in the environment will produce opportunities and threats for your company.
3. For the last five years, Techno-Aide, a medical imaging industry specialty products company, has been engaged in occasional exporting, but it believes there are a lot of international manufacturing companies that could use its technology. Discuss the options the manufacturer has.

**Good Luck !**

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