

Exemba/extexam-april2015

Seat No. _____

Savitribai Phule Pune University
Department of Management Sciences (PUMBA)
Executive MBA
1st Year (Semester –II) External Exam April- 2015

202- International Business Management

Time: 2hrs.

Marks: 50

Instructions: 1. All questions carry equal marks

2. Answer any two questions in this section.

Q1. How does a company assess the attractiveness of a foreign market relative to others?

Q2. What are the various modes of entry into a foreign market? Describe the relative advantages and disadvantages in respect of each.

Q3. Explain Geert Hostede's classification OR Lewis Classification.
