

SECTION-I

Q1. Explain the changes Kenneth Orange foresees in each 'C' of his 5C's model of the Borderless World. Rate the present position of each 'C' on a scale of 1 (Just Starting) to 10 (Completed).

Q2. What steps International business firm should take to minimise the enormous time, money and business losses due to legal compliances and litigations?

SECTION-II

INSTRUCTIONS: Attempt both the questions (Internal options) provided. Each question carries ten marks. Illustrate your answer with suitable examples.

Q1. Define "Globalisation" / "Market Globalisation" and "Trade Liberalisation" and explain the reasons why companies go global. OR Q1. Critically evaluate the impact of globalisation on Indian Economy.

Q2. Define MNC and discuss the advantages of MNCs from the perspective of the Host Country. OR

Q2. Discuss the demerits and marginal benefits of the MNCs with reference to the recent developments as regards Wal-Mart and Ikea.