

Exemba/extexam-Nov.-17

Seat Number of Candidate: _____

Savitribai Phule Pune University
(Formerly University of Pune)
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester –III) External Exam November - 2017
302: INTERNATIONAL BUSINESS MANAGEMENT

Time: 2.5hrs.

Marks: 50

INSTRUCTIONS:

1. Attempt any five questions.
2. Each question carries TEN marks.
3. Illustrate your answer with suitable examples.

Q.1. Critically evaluate the outcome of the proceedings of the Ministerial Conference at Bali, 2013 and Nairobi, 2015.

Q.2. Define “Country Risk Analysis” and discuss the Managerial Importance of the Five Fold Process of Country Risk Analysis.

Q.3. Illustrate the concept and the 12 Pillars of the Global Competitiveness Index and evaluate India’s Competitiveness with reference to the GCI.

Q.4. Do you agree that, in recent times, the Developed Countries in the World are moving towards the Protectionist Policies? Discuss the Various Protectionist Trade Policy Instruments used /adopted.

Q.5. Discuss the Reasons for and Risks faced in Outsourcing as a Strategy for International Operations Management.

Q.6. Write Short Notes on ANY TWO:

- a) Trade Creation and Trade Diversion
- b) Porter’s Four Core Elements of a Firm’s Competitive Advantage.
- c) Advantages and Disadvantages of “Wholly Owned Subsidiary” as an Entry Strategy in International Business.