

Seat No. _____

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester – III) External Exam Nov. 2013

303(F)- International Business Environment and Global Competitiveness

Time: 2hrs.

Marks: 50

Instructions to the candidates:

1. Attempt any **FOUR** questions from Section I and **TWO** questions from Section II
2. Each questions from section I will carry **10marks**.
3. Each question from Section II will carry **5marks**.
4. Give examples wherever necessary

SECTION - I

1. Why you think the world's largest theme park operator, the Walt Disney Co., was motivated to establish parks in Tokyo, Paris, and Hong Kong?. What particular market characteristics of each of those sites were especially attractive? Conclude the discussion by whether Disney should establish additional foreign parks, and if so, when, where, why, and how?
2. A) What are the barriers to international trade? List and explain all the types of barriers to international trade.
B) Explain the concept of country risk analysis. Comment on socio-economic risk and its management.
C) What Indian Government needs to do on policies so as India to become a super power in International trade in next 5 years?
3. A) What is competitiveness? Why this concept is important in today's global environment?
B) What mechanisms you would like to suggest for ensuring that India's Global complete ranking positions into top 5 ranking across 59 nations?
4. Explain Porter's Five Forces Framework Theory of Competition with relevant international business examples

5. Discuss the role of OECD, G8, G33 and World Economic Forum in international business? What do you think are the key factors which India should discuss in these forums in 2014?

SECTION -II

Write short notes on any two:

- A) Discuss the determinants of investment decisions in a country like India and China
- B) What is FDI?
- C) Global sourcing and its impact on Indian Industry.