

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA
Internal Exam March - 2013
202 International Business Management

Time: 1.5 hrs

Total marks: 30

Instructions:

1. All questions carry equal marks solve any Two.
2. Each carries 15 marks.

1. What is the basis on which the top management of a company basis its decision to enter a particular foreign market and the mode of entry?
2. How does a company assess the attractiveness of a foreign market relative to others?
3. What are the various modes of entry into a foreign market? Describe the relative advantages and disadvantages in respect of each.

Good Luck !