

**University of Pune**  
**Department of Management Sciences (PUMBA)**

**402 – International Business Management**

Max. Marks : 50

Time : 2 ½ Hours

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Note : **Question no. 1 is compulsory, Attempt any two from remaining questions.**

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1. How would you explain the concept of Globalization in present circumstances? What factors are supportive to globalization? What are the bottlenecks? Explain with suitable examples. **(18 Marks)**
  
2. Explain various modes of establishing cooperative measures with foreign competitors. How does licensing propriety technology useful in such measures? **(16 Marks)**
  
3. Explain the concept of global sourcing. How would you evaluate its impact on Indian industry? **(16 Marks)**
  
4. What is the significance of cultural factors in international business? Elaborate your answer with the examples of any two countries with significant cultural differences. Also explain the impact of these cultural factors on cost of doing business and business practices. **(16 Marks)**
  
5. Write a short note on any four. **(16 Marks)**
  - a. Balance of trade and balance of payment
  - b. Impact of recent US strategies on Indian industry
  - c. MIGA
  - d. ADRs
  - e. Syndicated Loans
  - f. Adam Smith Theory of international trade.

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