

University of Pune
Department of Management Sciences (PUMBA)

402 – International Business Management

Max. Marks : 50

(old)

Time : 2 ½ Hours

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

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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Note : - (1) **Question no. 4 and 5 are compulsory, Attempt any two from remaining questions.**
 (2) **Marks are indicated on the right.**

- Q. 1 What do you understand by Globalization? What are the driving and retarding forces of Globalization? Give examples. **(10 Marks)**
- Q. 2 What are the Functions of IMF? What is SDR and IMF quota? What is IMF conditionality? **(10 Marks)**
- Q. 3 Explain the impact of culture on International Business and Business Negotiations. Give suitable example. **(10 Marks)**
- Q. 4 Write a short note on any four.
 (1) International Factoring.
 (2) IFC Financial Products.
 (3) MIGA
 (4) ADRs
 (5) Syndicated Loans
 (6) Ricardo's Theory of comparative advantage. **(16 Marks)**
- Q. 5 [a] Discuss Mergers & Acquisitions as a strategy for entry in to international markets. Narrate various factors that can create synergies that would lead to an acquisitions decision. What are the reasons for M & A to be a failure? Give examples.
 [b] What do you understand by Incoterms? Describe various Incoterms and What terms and condition they reflect? **(14 Marks)**
