



Printed Pages : 3

MBA – 402

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7052

Roll No.

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M. B. A.

(SEM. IV) EXAMINATION, 2006-07

COMPARATIVE INTERNATIONAL MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

*Note : (1) Attempt **all** the questions.*

*(2) The figures on the **right** indicate marks for that questions.*

1 Answer any **four** of the following in about **5×4=20**
250 words each :

- (a) 'In an MNC, environmental analysis should be conducted at three levels – multinational, regional and country.' Comment.
- (b) Discuss the issues in Transfer Pricing in International Management.
- (c) Discuss ways to analyse cultural differences in countries.
- (d) What are the problems caused by cultural differences?
- (e) Compare and contrast the management styles of USA and Japan.
- (f) Why International companies engage in foreign production?

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2 Discuss potent ways to muster up International Competitive Advantage. Does this differ from comparative advantage? Illustrate in the context of Asia-Pacific. Also, comment on how the strategic alliances add to the competitive advantage? **20**

OR

2 Discuss the reasons for international conflicts between the Host country, the Home country and the MNCs and put forth the ways to minimize the same. Comment on India's readiness to counter such a challenge on a Global scale. What is India's policy towards MNCs and TNCs? **20**

3 Why do companies go Global? Why is India an emerging destination for the services economy? How are the MNCs managing cultural differences in India? Illustrate. Discuss the latest Trade Policy in this light **20**

OR

3 Discuss the future of International Management in USA, EU and Asia. Bring out reasons for the emergence of Asia as the next hub of several economic activities and International Business. Also, discuss ways and measures to make India an attractive destination for FDI. **20**

4 Present a comparative study of the managerial functions and leadership styles in UK, France and Germany. Bring out the qualities of a Global Manager. What challenges are being impressed upon him as a result of sudden affinity towards International Business? **20**

OR

- 4** Comment on the economic shift from West to East **20**
in the Globalised era with proper examples and
illustrations. Politically assess Asia as an International
Management hub.
- 5** Write short notes on any **two** of the **10×2=20**
following topics :
- (a) Transfer pricing in International Management
 - (b) Value system of Indian Managers
 - (c) Organisational Culture and International
Management
 - (d) Country culture and MNC.
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