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Unit-III

6. "Developing an International business strategy is an outcome of the scanning and analysis of different dimensions." Elaborate 10
7. "Strategic alliances are cooperative agreements between actual or potential competitors." Explain any two strategic alliances along with their features in light of the above statement. 10

Unit-IV

8. "Ethical issues and dilemmas in international business are rooted in the variations among political systems, Law, economic development and culture from nation to nation." 10
9. Explain the regulatory norms for foreign investment in India. 10

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M.B.A. (I.B.) (Fourth-Semester)

Examination, 2015

Management of Multinational Companies

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No.1 is compulsory. Attempt one question from each Unit.

1. Briefly answer the following question:

3 × 10 = 10

- (a) 'Competition created by MNCs improves the conduct of the managers.' Discuss
- (b) "Government's role is initial to ensure the effective working of MNCs in the host country." Comment.
- (c) "Unanticipated changes in political set-up in the host country increases the risk for MNCs." Elaborate.

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- (d) "MNCs exerts tight control over their operations in the developing world." Discuss why?
- (e) "A localisation strategy focuses on increasing profitability by customizing the firm's good or services." Explain.
- (f) Explain why MNCs periodically have to after their architecture?
- (g) "Movement from place to another requires substantial changes in the organisation's structure." Discuss.
- (h) Explain why FOI is more preferred than FIIs?
- (i) "Once attractive markets have been identified, it is important to consider the timing of an entry." Discuss.
- (j) "Managing a strategic alliance successfully requires building interpersonal relationships." Elaborate.

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Unit-I

- 2. (a) "The choice of an optimal production location must consider various factors." Elaborate. 7+3
- (b) "Alliances with local suppliers can give MNCs the benefits of vertical integrations." Discuss.
- 3. (a) Examine the role of MNCs in the process of growth & development of the host country. 7+3
- (b) Elaborate upon the challenges faced by MNCs.

Unit-II

- 4. Compare the management styles and practices adapted by the MNCs of any two countries. 10
- 5. Examine the structure and design of the various types of MNCs models. 10

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