



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examination (December 2019)

School: SOM

Program: MBA – Hospital & Healthcare Management

Course: International Business & Cross Cultural Awareness **Course Code:** MGT 694

Semester: 3 **Max Marks:** 50

Duration: 150 Minutes

Note: Figures to the right indicates full marks.

Answer any 5 questions

(5*10=50 Marks)

1. What is Globalization? Explain the impact of globalization in international business.
2. Explain importance of PTA, FTA, RTA, BTA in information operation.
3. Define in detail the identification and selection overseas market.
4. Write Short notes:
 - a) Strategic alliance
 - b) Joint venture
 - c) Merger and amalgamation
 - d) Licensing
5. What is the importance of culture and values in international business
6. Discuss the legal framework of international operations
7. What are the various strategies for selecting international business expansion mode?

*****ALL THE BEST*****