



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April / May 2019)

School: SOM-ICRI

Program: MBA Hospital and Healthcare Management

Course: International Business and Cross Cultural Awareness **Course Code:** MGT694

Semester: IV

Max Marks: 50

Duration (mins): 150mins

Answer all of the following:

1. Globalization.(2)
2. WTO. (2)
3. GATT. (2)
4. FDI. (2)
5. PEST Analysis. (2)

Answer any four of the following:

1. Explain in detail about the Genesis of WTO. (10)
2. Explain various Trade Agreements in detail. (10)
3. Explain various trends in FDI. (10)
4. Explain various modes of Transportation and its importance in International Business. (10)
5. Explain Cross Cultural Awareness and the impact of cultural differences on individuals with suitable examples. (10)

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