No. of Printed Pages : 2 **MS–97**

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS-97 : INTERNATIONAL BUSINESS

Time : 3 Hours *Maximum Marks : 100*

[*Weightage : 70%*

Note : *(i) Answer any **five** questions.*

(ii) All questions carry equal marks.

1. Discuss the importance of International Business. What are the benefits and the challenges in International Business ?

2. Explain the various methods of country risk analysis. Which method, you think, is the best and why ? Discuss.

3. Identify the key aspects of global business strategy and describe the framework to design a global strategy.

4. Discuss in detail international retailing operations management.

5. Write detailed notes on the following :

   (i) Intellectual Property Rights

   (ii) International Monetary System

6. Explain the concept of emerging market economies and their characteristics in detail.

7. Write short notes on any ***four*** of the following :

   (a) Corporate values

   (b) International consumer behaviour

   (c) Legal environment

   (d) Globalisation

   (e) Matrix organisational structure

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