

Dr Amit

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
T-1 EXAMINATION, SEMESTER VIII
February, 2019

Course Name: 13B1WHS832

Max. Marks: 15

Course Name: International Business Management

Course Credit: 3

Max Time: 1 Hr

Note: Answer all questions. Carrying of mobile phone in the Examination Hall will be treated as a case of unfair means. Make suitable assumptions, wherever necessary.

1. Name the place and mark it on the map given: (CO1) (0.5 x 6 = 3)
 - a) Country, known for pirates ...
 - b) A landlocked Latin American country ...
 - c) The place from where Indian Standard Time is set ...
 - d) The place from where International Standard Time is set ...
 - e) The smallest country in the world ...
 - f) The country known for leaving European Union ...
2. Differentiate between International Trade and International Business. Which term do you think is having broad perspective and how? (CO1) (3)
3. "Multinational enterprises do not formulate worldwide strategies, but rather they prefer regional strategies". What does this statement mean and how does it help us better understand international business? (CO1) (3)
4. Define culture and explain the factors that underlie cultural differences. Also show where and why cultural differences matter to international managers. (CO2) (3)
5. Take any country of your choice and underline the key cultural difference it has with India. Also show that how the cultural differences between the two countries may affect the practices of business in them. (CO2) (3)