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(Printed Pages 8)

(20516)

Roll No. ....

MBA IB IV Sem.

2078

**MBAIB Examination, May-2016**

**Management of Multinational**

**corporation**

**(MBAIB - 404)**

*Time : Three Hours ]*

*[Maximum Marks : 100*

**Note : All** questions are compulsory.

**Section - A**

1. This question contains 20 objective type-questions, choose the correct answer and write its serial order :  $1 \times 20 = 20$

(i) Which of the following is / are not the characteristic (s) of Multinational corporations (MNCs)?

I MNCs are quick to sense and exploit local opportunities.

II Key decisions in an MNCs rest with

P.T.O.

39

the parent company.

III MNCs attempt to achieve economies of scale.

IV MNCs tend to be monopolistic corporations.

(a) Only II above

(b) Only III above

(c) Only IV above

(d) Only I & IV above

(ii) The country that attract the Largest FDI inflow is

(a) India

(b) China

(c) USA

(d) Brazil

(iii) Among these which one is not the type of economic system.

(a) Capitalism

(b) Communism

(c) Developing

(d) Mixed

(iv) Authority is more centralised in which organisation?

- (a) Vertical organization
- (b) Horizontal organization
- (c) Team organization
- (d) Virtual organization

(v) B2B sector specific policy of Indian Government is

- (a) FDI up to 100% subject to condition that they invest 26% in favour of Indian Public with in 5 years
- (b) FDI up to 100%
- (c) FDI up to 49%
- (d) None of the above

(vi) Firms that operate internationally are able to

- (a) Earn a greater return
- (b) Realize location economies
- (c) Realize greater experience
- (d) All of the above

(vii) Which of the following control system in MNCs are exercised in an informal and indirect manner and used for regulating the action for subsidiaries?

- (a) Bureaucratic
- (b) Personal
- (c) Output
- (d) Cultural

(viii) Which of the following strategy is used in the consumer non-durable goods where firms try to sell to a large segment of the market as it saves costs?

- (a) Push strategy
- (b) Direct Marketing
- (c) Pull strategy
- (d) Positioning strategy

(ix) MNCs are specifically covered under

- (a) WTO
- (b) FEMA
- (c) GATT
- (d) IBRD

- (x) Totalitarianism is opposite to
- (a) Democracy
  - (b) Bureaucracy
  - (c) Autocracy
  - (d) None of the above

State whether the following statements are true or false:

- (xi) Information sharing is one of the relationships between the headquarters & subsidiaries.
- (xii) Developing countries allow the MNCs to enter their countries due to the infrastructure.
- (xiii) An Internal acquisition is a cross border investment in which a foreign investor acquires an established local firm and makes the acquired local firm a subsidiary business within its global portfolio.
- (xiv) TNC produces markets, invests and operates across the world.
- (xv) FDI is influenced by Technological financial & managerial superiority.

(xvi) The Government of India issued the regulations on FII on November 14, 1994.

(xvii) When one company acquires another, the one acquired becomes a subsidiary of the acquiring company.

(xviii) Matrix organisation structure possess a dual chain of command

(xix) FDI may take the form of a joint venture or a wholly owned subsidiary.

(xx) The limit of holdings by Individual FIIs in a company has been raised from 5 to 10% of the company shares.

**Section - B**       $15 \times 2 = 30$

2. What is multinational corporation? How it is different from a global company & international company?

**OR**

Describe How International business evaluate and control effectiveness of their strategies.

3. What is FDI? What are the different factors that affect FDI?

**OR**

Write short note on any Three of the following :

- (i) Global organization structure
- (ii) Headquarters subsidiary relationship
- (iii) Regional Trade Blocks
- (iv) Joint Ventures

**Section-C**       $12\frac{1}{2} \times 4 = 50$

4. Write briefly the Locus of decision making in global management.

**OR**

Explain the strategic Alliance in International business.

5. Examine the achievements and failure of the government policy in attracting foreign Investment.

**OR**

Evaluate the governments steps have taken to have control over the MNCs.

21

6. What is economic environment? Explain different kinds of economic systems and their influence on international business.

**OR**

Write short notes on any two of the following :

- (i) Technology & Globalisation
- (ii) Role of MNCs in India
- (iii) Masculinity
- (iv) Political Ideologies

7. Explain the organisational structure of MNCs.

**OR**

What are the various government policies on FIIs.



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(20620)

(Printed Pages 3)

Roll No. ....

**NP-3346(CV)**

**M.I.B. IV<sup>th</sup> Semester Examination,  
June - 2020**

**SERVICE MARKETING**

**(MIB-404)**

*Time : Two Hours ]*

*[Maximum Marks : 75*

**Note :** Attempt **all** the Sections as per instructions.

**Section - A**

**(Very Short Answer Type Questions)**

**Note:** Attempt any **four** questions. Each question carries 3.75 marks. Very short answer is required not exceeding 75 words.  $4 \times 3.75 = 15$

1. Give the name of tools for service marketers.
2. How marketing of services is different from marketing of Products?
3. How would you use the technical

**P.T.O.**

expertise of the staff to market consulting services.

4. Discuss Marketing Strategies for educational Services.
5. Explain the Rental goods services.

**Section - B**

**(Short Answer Type Questions)**

**Note:** Attempt any **one** question out of the following three questions. Each question carries 15 marks. Short answer is required not exceeding 200 words.  $1 \times 15 = 15$

6. How the pricing strategies are developed in Service Sector?
7. What are industrial services? How are they being marketed?
8. Name three services you buy where you perceive price as the quality of the service and Explain why?

**Section - C**

**(Long Answer Type Questions)**

**Note :** Attempt any **two** questions out of the following five questions.

NP-3346(CV)/2

Each question carries 22.5 marks.  
Answer is required in detail.

$2 \times 22.5 = 45$

9. Explain in detail programme for marketing of services.
10. Write a short note on the Formulation of marketing mix for the banking organizations.
11. Why it is sometimes difficult to decide if an offering is a product or a service?
12. What would a bank choose to use a differentiated marketing strategy rather undifferentiated Strategy.
13. What are the Financial consequences which can arise as a result of Perishability of Tourism Services?

NP-3346(CV)/3