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M.B.A. (Sem. - IV)

NOV 2010

(404F) : INTERNATIONAL BUSINESS OPERATIONS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any 5 questions.
- 2) Figures to the right indicate full marks.

- Q1) How does productivity & quality play an important role at international level? Explain the world class manufacturing giving the example of Toyota Productivity System. [14]
- Q2) Explain the various HR practices followed in international operations. [14]
- Q3) 'Planning is one of the most critical issues in International Business Operations'-Justify. [14]
- Q4) How does setting up factories in foreign countries plays a strategic role in the Global Production? [14]
- Q5) Explain the impact and influence of international operations on the marketing activities of an enterprise. [14]
- Q6) Using international technology, how the different products are managed at the global level? [14]
- Q7) Write notes on (Any 2). [14]
- a) Benchmarking International Operations.
 - b) International technology transfer.
 - c) Joint ventures.

