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SEAT No. :

P1420

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M.B.A.

INTERNATIONAL BUSINESS SPECIALIZATION - IV

(404 - F) International Business Operations

(2008 Pattern) (Semester - IV)

Time :3Hours]

[Max. Marks :70

Instructions to the candidates:-

- 1) Attempt any five questions.
- 2) All questions carry equal marks.

Q1) Compare and Contrast between In-house manufacturing and Outsource manufacturing activities outside.

Q2) 'Global business operations significantly affect the marketing activities of an organization' - Justify.

Q3) Discuss the important factors for location of International Production Unit at global level.

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Q4) How productivity and quality plays a important role in International Competition?

Q5) Write a detail note on International Benchmarking of operation practices.

Q6) Discuss the significant role played by International logistics in International Operations.

Q7) Write Notes on: (Any TWO)

- a) International Technology Transfer.
- b) The Toyota Way.
- c) International Strategic Alliances.

