



27/3/17

SCHOOL OF MANAGEMENT

DOON UNIVERSITY

MID SEMESTER EXAMINATION

MARCH 2017

INTEGRATED MBA

IV SEMESTER

FOUNDATIONS OF INTERNATIONAL BUSINESS-IMBA-403

1. Why going international is become more and more imperative for organizations across the globe? 10
2. Define a multinational and a transnational corporation. 5
3. Discuss any three modes of entry in International Business. 9
4. Define ethnocentric, polycentric and geocentric orientations. 6