

[Time:3.00 Hrs]

[Marks:60]

- N.B:**
1. Q.1 is compulsory and carries 20 Marks.
 2. Attempt any Four questions from Q.2 to Q.7.
 3. Each of these questions carry 10 Marks.
 4. Figures to the right indicate full marks.

Q1. Read the Case Study carefully and answer the following questions:

(20)

EcoTech Solutions is a renewable energy company based in Canada that specializes in solar panel technology. After several years of success in the Canadian market, the company's leadership team, led by CEO Rachel, decided to explore opportunities for expansion into international markets. Rachel believed that EcoTech's innovative and environmentally-friendly products would have strong demand in countries with growing concerns about climate change and energy sustainability.

EcoTech's first move was to enter the German market, known for its strong commitment to renewable energy and environmental policies. The company set up a small office in Berlin, and Rachel hired a local team to assist with market research and customer outreach. She was confident that EcoTech's products would appeal to both private consumers and large businesses in Germany, where the demand for green energy solutions was increasing.

However, EcoTech faced unexpected challenges. While the product itself was well-received, EcoTech's initial marketing approach, which focused heavily on online advertising, did not work as well in Germany as it had in Canada. German customers preferred more traditional forms of marketing and often sought face-to-face consultations before making major purchasing decisions. Additionally, EcoTech struggled to navigate the country's complex regulatory environment, which included stringent laws regarding energy certifications and local partnerships.

To overcome these challenges, Rachel decided to form partnerships with local businesses and energy consultants who could help EcoTech navigate the regulatory landscape and build trust with customers. She also adjusted the marketing strategy to include more local outreach events, such as energy expos and customer seminars, where potential buyers could learn more about EcoTech's products in person.

After a few months, EcoTech began to see positive results in Germany, with more businesses and households adopting its solar panels. The company's international business strategy started to gain traction as it learned to adapt to local market needs and consumer behavior.

Questions:

- (a) What motivated EcoTech Solutions to expand into international business?
- (b) What were the main challenges EcoTech faced in Germany during its international expansion?

Q2. Attempt any Two of the following:

(10)

- (a) Explain the characteristics of International Business.
- (b) Discuss the various types of entry into international markets.
- (c) What are some issues in expatriation of employees?

Q3. Attempt any Two of the following:

(10)

- (a) Discuss the scope of International Business.
- (b) What are the objectives of WTO?
- (c) Describe the PESTEL factors.

Q4. Attempt any Two of the following:

(10)

- (a) Explain CAGE framework.
- (b) What is the importance of international business?
- (c) Discuss the various types of strategic alliances.

Q5. Attempt any Two of the following:

(10)

- (a) What is the meaning of staffing of subsidiaries?
- (b) Describe the Matrix form of organization structure.
- (c) Discuss the nature of International Human Resource Management.

Q6. Attempt any Two of the following:

(10)

- (a) Enlist factors that Affect Staffing Variations across Different Regions.
- (b) Explain ethnocentric framework.
- (c) Why do organizations expand globally?

Q7. Attempt any Two of the following:

(10)

- (a) Expatriate Management
- (b) Merger and Acquisitions
- (c) Atlas of economic complexity
