

## GUJARAT TECHNOLOGICAL UNIVERSITY

M.B.A -IV<sup>th</sup> SEMESTER-EXAMINATION – MAY- 2012

**Subject code: 840302**

**Date: 21/05/2012**

**Subject Name: International Human Resource Management (IHRM)**

**Time: 10:30 am – 01:30 pm**

**Total Marks: 70**

### Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

**Q.1 (a)** Why do firms enter international markets? How do the different kinds of environmental factors enable the domestic firm to go global? **07**

**(b)** Discuss Hofstede's Model of Four Cultural Dimension in terms of power distance, individualism v/s collectivism, uncertainty avoidance and risk taking behavior. **07**

**Q.2 (a)** What is exporting? How do firms enter international markets through exporting strategy? **07**

**(b)** What are the stages a firm typically goes through as it grows internationally and how does each stage affect the HR function? **07**

**OR**

**(b)** What is international franchising? Explain the basic issues involved in franchising and franchising agreements. **07**

**Q.3 (a)** Discuss the difference between a global manager and a global mindset from the view point of selection decision. **07**

**(b)** What is a cross-cultural training? Discuss the training for long-term and short-term assignments. **07**

**OR**

**Q.3 (a)** What are the national and international strategies for managing workforce diversity? **07**

**(b)** Discuss the challenges faced in training expatriate managers. **07**

**Q.4 (a)** Describe the main features in the Going Rate and Balance Sheet approaches to international compensation. **07**

**(b)** How can multinationals assist dual career couples' repatriation? **07**

**OR**

**Q.4 (a)** What is COLA? Why is it important in international human resource management? **07**

**(b)** What factors contribute to re-entry shock? **07**

**Q.5 (a)** What is 'social dumping', and why should unions be concerned about it? **07**

**(b)** Explain the suitability of matrix structure for the global business. **07**

**OR**

**Q.5 (a)** Before entering a foreign market, it is important to understand the historical origins of national industrial relations systems. Do you support this statement? Justify your argument. **07**

**(b)** Differentiate between a multinational company and a transnational company. **07**

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