

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :
SUMMER - 2019**

SUBJECT : GLOBAL BUSINESS STRATEGIES

Day : Monday
Date : 22/04/2019

S-2019-2217

Time : 10.00 AM TO 01.00 PM
Max. Marks : 60

N.B.

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in *SAME* answer book.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION – I

- Q.1** Explain the role of custom agencies in import of goods. (10)
- Q.2** Discuss the issues related to global supply chain management. (10)
- Q.3** Discuss the different types of organizational structures global companies use. (10)
- Q.4** Explain the different types of contracting as a collaboration arrangement in international business. (10)
- Q.5** Write short notes on any **TWO**: (10)
- a) Licensing
 - b) Shared ownership
 - c) Merger
 - d) TQM

SECTION – II

- Q.6** Explain the step wise outline of an effective export business plan. (15)
- Q.7** “Control strategies for an international business firm are difficult to formulate compared to domestic firms”. Therefore business firms have to take into account several factors. Explain these factors. (15)
- Q.8** What collaborative strategies would you suggest to an Indian Agro food processing company that wishes to enter in to the global markets? (15)

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