

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / Semester - IV (2012
COURSE)(CHOICE BASED CREDIT SYSTEM)/ M.B.A. (FM)
Semester - IV (2013 (CHOICE BASED CREDIT SYSTEM) :
SUMMER - 2019**

SUBJECT : ELECTIVE – VIII : INTERNATIONAL BUSINESS STRATEGIES (IBM)

Day : Thursday
Date : 09/05/2019

S-2019-2295

Time : 02.00 PM TO 05.00 PM
Max. Marks : 100

N.B. :

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in **SAME** answer books.
- 3) Figures to the **RIGHT** indicate **FULL** marks.

SECTION – I

- Q.1** What is strategy? Explain the process of value chain and its advantage. **(15)**
- Q.2** Discuss with examples global strategy and transnational strategy. **(15)**
- Q.3** What are the basic entry decisions which an organization should make with respect to foreign market selection? **(15)**
- Q.4** What is strategic alliance? Elaborate upon formulation of alliance. **(15)**
- Q.5** Write short notes on **ANY THREE** of the following. **(15)**
- a) Value creation
 - b) Architecture and Performance
 - c) Multi-domestic firm
 - d) Application of international business in production functional area
 - e) Strategic commitments

SECTION – II

- Q.6** What are the various opportunities and threats which an international firm faces with reference to the prevailing 'elements of international environment'? **(20)**
- Q.7** Suggest suitable strategies to increase international market share for an Indian organization producing khadi cloth. **(20)**
- Q.8** Discuss the major issues faced by Indian organisations which affect cross border trade with suitable examples. **(20)**

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