

**S.D.E.**  
**M.B.A. Sem-III (2013 Course) : SUMMER - 2019**  
**SUBJECT: ELECTIVE- I: GLOBAL BUSINESS STRATEGIES**  
**(INTERNATIONAL BUSINESS)**

Day: Monday  
Date: 20/05/2019

Time: 10.00 AM TO 1.00 PM  
Max Marks: 70

**S-2019-5031**

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**N.B:**

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

- Q.1** Discuss the Heckscher- ohlin theory of international trade. (10)
- Q.2** What are the advantages of Globalization? Discuss different approaches related to Globalization. (10)
- Q.3** What is the importance of Strategic Management to Global Business? Discuss with examples. (10)
- Q.4** What are the benefits of Ethics to Global Business Organizations? Cite suitable examples. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) Global Economic Integration
  - b) International Capital Movement
  - c) Retaining Global Competitiveness

**SECTION-II**

- Q.6** Identify any two global trends that influence global business. Discuss its effect on (15)
- a) Online Fashion Stores
  - b) Optical & eye wear manufacturer
- Q.7** What are the global business environmental factors impacting business enterprises in the consumer durables industry. (15)
- Q.8** A dairy products company from Europe wants to enter the Indian market due to high demand for dairy products such as Yoghurt, cheese, cottage, cheese, toned milk, butter, butter milk, etc. They have a reputation for selling premium quality products in Europe. Suggest suitable strategy for success of their operations in India. (15)

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