

**S.D.E.**

**M.B.A. (E) Sem-IV (2 Year Course) : SUMMER - 2019**  
**SUBJECT : ELECTIVE – I : GLOBAL BUSINESS STRATEGIES (IB)**

Day : Monday  
Date : 13/05/2019

Time : 02.00 PM TO 05.00 PM  
Max. Marks : 70

S-2019-5211

**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 are the challenges faced by global business firms from India due to the factors of external environment? [10]
- Q.2** Discuss the reasons as to why and how international capital movements occur. [10]
- Q.3** Discuss any one international business theory with suitable examples. [10]
- Q.4** How does ethics influence business strategies of global business organizations? [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) International Labour Movement
  - b) Effects of MA and MV in competitive strategy
  - c) Strategic management of global business

**SECTION – II**

- Q.6** Identify any two recent global trends that influence Indian business firms. What is their effect in India on: [15]
- a) Automobile companies
  - b) Banks
- Q.7** How has liberalization helped Indian firms to have competitive edge in the global market? Discuss with examples. [15]
- Q.8** A leading tractor manufacturer from India wants to enter few foreign markets. Which countries could they enter? Justify? What suitable strategies should they adopt to succeed in these foreign markets? [15]

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