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**M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :**  
**SUMMER - 2018**  
**SUBJECT: GLOBAL BUSINESS STRATEGIES**

Day : **Monday**  
Date : **14/05/2018**

**S-2018-1843**

Time: **02.00 PM TO 05.00 PM**  
Max. Marks: 60.

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**N.B.:**

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
  - 2) Answer to both the sections should be written in **SEPARATE** answer books.
  - 3) Figures to the **RIGHT** indicate full marks.
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**SECTION-I**

- Q.1** Write note on different types of foreign factories. (10)
- Q.2** Discuss the role of third party intermediaries in Exports. (10)
- Q.3** Explain, what are the issues related to global supply chain? (10)
- Q.4** Explain the steps in planning process for global business. (10)
- Q.5** Write short notes on Any **TWO** of the following: (10)
- a) TQM
  - b) Joint Ventures
  - c) Global Product
  - d) Competitive Strategy

**SECTION-II**

- Q.6** Different types of organization structures of an international company have their advantages and disadvantages. MNCs, in recent times have developed mechanisms to overcome the disadvantages with respect to functional aspects, geographic (international) and product perspective. Discuss these mechanisms in detail. (15)
- Q.7** "A detailed export business plan is an essential element in implementing an effective export strategy" - Elaborating on the statement, explain the step wise outline of an effective export business plan. (15)
- Q.8** "A company's supply chain management involves the coordination of materials, information and funds from initial raw-material supplier to ultimate customer". - How can this coordination become challenging in managing a global supply chain? Illustrate with examples. (15)

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