

**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 - 2018**

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

Day : **Friday**
Date : **18/05/2018**

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

S-2018-1918

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 **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Explain how and why is strategy important in international business? [15]
- Q.2** Explain multinational strategy as an important strategic choice for growth of international business. [15]
- Q.3** How are global firms and transnational firms different from each other? [15]
- Q.4** What are the different considerations for an alliance to be formulated? [15]
- Q.5** Describe the significance of production function in international business. [15]
- Q.6** Write short notes on **ANY THREE** of the following: [15]
- a) Foreign market selection
 - b) Economic Environment of an IB firm
 - c) Value creation
 - d) Scale of entry
 - e) International firms

SECTION – II

- Q.7** Mr. Gangaram is a farmer in Ratnagiri district of Maharashtra. He wishes to export his cashewnuts and mangoes to USA. Advise him about the basic entry decisions. [20]
- Q.8** “India and China have been frequently involved in international trade with each other”. Discuss. [20]
- Q.9** What are the recent developments in international business with reference to cross border trade? [20]

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