

S.D.E.

M.B.A. SEM-III (2013 COURSE) : SUMMER - 2018

SUBJECT : ELECTIVE – I : GLOBAL BUSINESS STRATEGIES
(International Business)

Day : **Thursday**
Date : **21/06/2018**

S-2018-4394

Time : **10.00 A.M. TO 1.00 P.M.**
Max. Marks : 70

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.
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SECTION – I

- Q.1** Has Globalization really Benefitted the Indian Companies and the Indian Economy? Comment with examples. [10]
- Q.2** Explain the factors that have to be considered by an International Business Organization that intends to do business in a foreign country. [10]
- Q.3** Write a note on International Labour Movement. [10]
- Q.4** Explain the Product –Life-Cycle theory of International Trade. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) H – O Model
 - b) GATT Vs WTO
 - c) Recent trades in Global Business
 - d) LPG

SECTION – II

- Q.6** “Indian Companies are well aware of the importance of Business Ethics from their mistakes committed in the past”. Elaborate. [15]
- Q.7** “Strategic Alliances to share resources in International Business have been successful”. Explain with examples. [15]
- Q.8** Analyse the competitiveness of India’s ‘diamond and gold’ jewellery in the Global Market and suggest strategies to boost their exports. Justify your suggested strategies. [15]

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