

**S.D.E.**

**M.B.A. (E) SEM-IV (2 YEAR COURSE) : SUMMER - 2018**

**SUBJECT : ELECTIVE – I : GLOBAL BUSINESS STRATEGIES (IB)**

Day : **Tuesday**  
Date : **29/05/2018**

**S-2018-4574**

Time : **02.00 P.M. TO 05.00 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.

**SECTION – I**

- Q.1** Discuss the impact of recent trends in global business. [10]
- Q.2** What role does liberalization and globalization play in the development of global business? [10]
- Q.3** ‘Global business environment affect a business organization’. Discuss. [10]
- Q.4** What is the role of MA and MV in retaining global competitiveness? [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) International capital movement
  - b) Role of ILO in international labour
  - c) Strategic management of global business

**SECTION – II**

- Q.6** Consider any one global company and elaborate the overall strategies they have adopted. [15]
- Q.7** One of the largest Personal Computer maker from China is well established in the Indian market. The company has approached you to suggest suitable ethical policies and practices for good governance and conduct of business. Suggest suitable ethical practices that the company needs to adopt and follow. [15]
- Q.8** A multinational company which is into manufacture of men’s shaving products such as razors and shaving cream has initiated its operations in emerging markets such as India. The market scenario in India as found out by the company is very complex and highly competitive. Suggest a suitable competitive strategy so that this company gains suitable market share in the near future. [15]

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