

**S.D.E.**

**M.B.A. Sem-III (2013 Course) : WINTER - 2018**  
**SUBJECT: ELECTIVE- I: GLOBAL BUSINESS STRATEGIES**  
**(INTERNATIONAL BUSINESS)**

Day: Tuesday  
Date: 11/12/2018

**W-2018-4563**

Time: 10.00 AM TO 1.00 PM  
Max Marks: 70

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**N.B:**

- 1) Attempt any **FOUR** questions from Section-I and attempt any **TWO** Questions from Section- II.
  - 2) Both the sections should be written in the **SAME** answer book.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION-I**

- Q.1** Why is there a need for international trade theory? Discuss the theory of Absolute Advantage. (10)
- Q.2** Why is Globalization of importance to business enterprises? Discuss drivers of Globalization. (10)
- Q.3** Discuss the advantages and disadvantages of different strategies for International Business. (10)
- Q.4** Discuss some key trends impacting Global Business. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- a) International labour Mobility
  - b) World Trade Organization- An overview
  - c) Role of IMF

**SECTION-II**

- Q.6** Suggest how can Global Business Organizations retain global competitiveness in a turbulent business environment. (15)
- Q.7** A multinational firm has recently setup operations in India as a pharmaceutical company. Concerned about being ethical, they seek your advice on conduct of ethical practices in Marketing. Suggest suitable ethical practices. (15)
- Q.8** Suggest a suitable market entry strategy for a toy manufacturer from South East Asia which intends to start manufacture & sale of their products in India. (15)

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