

S.D.E.
M.B.A. (E) Sem-IV (2 Year Course) : WINTER - 2018
SUBJECT: ELECTIVE –I: GLOBAL BUSINESS STRATEGIES
(INTERNATIONAL BUSINESS)

Day: Tuesday
Date: 04/12/2018

W-2018-4750

Time: 02.00 PM TO 05.00 PM
Max. Marks: 70

N.B.:

- 1) Attempt any **FOUR** questions from Section –I. Each question carries **10** marks.
 - 2) Attempt any **TWO** questions from Section–II. Each question carries **15** marks.
 - 3) Answers to both the sections should be written in **SAME** answer book.
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SECTION-I

- Q.1** Explain the term Globalization and its advantages for cross border trade. **(10)**
- Q.2** Explain Ricardo’s Comparative Cost Advantage theory. **(10)**
- Q.3** What factors would you consider while developing a strategy for new product launch in international market? **(10)**
- Q.4** Describe any four major differences in Direct and Indirect Exporting as a strategy. **(10)**
- Q.5** Write short notes on any **TWO**: **(10)**
- a) Liberalization
 - b) Recent trends in global business
 - c) Export Processing Zones

SECTION-II

- Q.6** Explain the role played by Ethics in global strategic management. **(15)**
- Q.7** Write a note on FDI, FII. **(15)**
- Q.8** Discuss role played by IT in global business dealings. **(15)**

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