

**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) : WINTER - 2017**

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

Day : **Wednesday**  
Date : **29/11/2017**

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

**W-2017-1802**

**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 role of firm as a value chain in business. **[15]**
- Q.2** Explain the significance of multinational strategy and global strategy. **[15]**
- Q.3** What is the importance of scale of entry and strategic commitments in an entry strategy? **[15]**
- Q.4** Describe the co-relation of marketing and finance functions in international business. **[15]**
- Q.5** Distinguish between multi-domestic firms and international firms. **[15]**
- Q.6** Write short notes on **ANY THREE** of the following: **[15]**
- a) Value creation
  - b) Entry timing
  - c) Transnational strategy
  - d) Global firms
  - e) Advantages of strategic alliances

**SECTION – II**

- Q.7** ABC Ltd. of India and XYZ Ltd. of Germany wish to enter into a strategic alliance for manufacture and marketing of auto components in India. Suggest what kind of arrangement they can have to encash the market opportunities. **[20]**
- Q.8** Delta Autocare Ltd., wishes to import battery operated cars from Japan. Discuss the concept of basic entry decisions and entry timing in this case. **[20]**
- Q.9** “India and China have been frequently involved in international trade with each other”. Discuss. **[20]**

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