

S.D.E.

M.B.A. SEM-IV (2010 COURSE)(3 YEAR COURSE) :
WINTER - 2017
SUBJECT : ELECTIVE - I : GLOBAL BUSINESS STRATEGIES
(International Business)

Day : **Tuesday**
Date : **19/12/2017**

Time : **02.00 P.M. TO 05.00 P.M.**
Max. Marks : 70

W-2017-4273

N.B.:

- 1) Attempt **ANY THREE** 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** Write a note on the ‘Social’ and ‘Technological’ environments of an international business organization. [10]
- Q.2** Explain with a diagram and appropriate examples the Porter’s Diamond Model. [10]
- Q.3** Explain why and how international labour movement occurs? [10]
- Q.4** How have some of the Indian companies become Global companies due to the adoption of globalization by India? [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) GATT Vs. WTO
 - b) International Capital Movement
 - c) Recent trends in global business
 - d) Hecksher-Ohlin Theory of International Trade

SECTION – II

- Q.6** Bring out the importance of business ethics in international trade. Support your answer with appropriate examples. [15]
- Q.7** How sharing of resources between business organizations are mutually beneficial? Explain with appropriate examples. [15]
- Q.8** Analyze the competitiveness of India’s garment industry in the global market. Suggest strategies to increase their exports. [15]