

S.D.E.

M.B.A. SEM-III (2013 COURSE) : WINTER - 2017
SUBJECT : ELECTIVE – I : GLOBAL BUSINESS STRATEGIES
(International Business)

Day : **Wednesday**
Date : **27/12/2017**

Time : **10.00 A.M. TO 1.00 P.M.**
Max. Marks : 70

W-2017-4203

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** Explain with examples Michael Porter's theory of competitive advantages of nations. [10]
- Q.2** Discuss in detail the 'Economic' and Social Environments that an International Business Organization has to study before doing business with a host country. [10]
- Q.3** How has adoption of Globalization by India helped the Indian Companies become Global Companies? [10]
- Q.4** Explain how and why international capital movement occurs? [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Mergers and Acquisitions
 - b) GATT Vs WTO
 - c) International Labour Movement
 - d) Hecksher – Ohlin Model

SECTION – II

- Q.6** Consider any one of the following Industry in India and discuss its competitive advantage in the world market: [15]
- a) Handicrafts (Including gems and Jewellery)
 - b) Garments
 - c) Food products
- Q.7** Analyse the competitiveness of India's electronic products in the Global market and suggest strategies to boost their exports. [15]
- Q.8** Write a detailed note on the recent trends in the Indo-US trade. [15]

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