

S.D.E.

M.B.A. (E) SEM-IV (2 YEAR COURSE) : WINTER - 2017

SUBJECT : ELECTIVE – I : GLOBAL BUSINESS STRATEGIES (IB)

Day : Tuesday

Time : 02.00 P.M. TO 05.00 P.M.

Date : 19/12/2017

W-2017-4383

Max. Marks : 70

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**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.
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**SECTION – I**

- Q.1** Explain any one international business theory with suitable examples. [10]
- Q.2** Discuss the strategies adopted by any one global business company which you are familiar with. [10]
- Q.3** What role does liberalization play in global business? Explain with suitable examples. [10]
- Q.4** Explain with examples the process of developing competitive advantage for a global business organization. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Business ethics in global business management
  - b) International Labour Movement
  - c) Advantages of globalization in international business

**SECTION – II**

- Q.6** What strategies would you suggest to an Indian firm in the agro processed food business wanting to enter the overseas market? [15]
- Q.7** Identify any two global trends that influence Indian business firms. What are their effect in India on: [15]
- a) Online retail companies
  - b) Textile industry
- Q.8** What strategies are adopted by global business firms to minimize risk and effects of economic uncertainties? Explain with suitable examples. [15]

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