

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)
M.B.A. Sem - IV : WINTER :- 2021
SUBJECT: GLOBAL BUSINESS STRATEGIES

Day : Tuesday
Date 22-02-2022

W-19157-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N.B.

- 1) Attempt any **THREE** questions from Section I and attempt any **TWO** questions from Section II.
- 2) Both the Sections should be written in the **SAME** answer book.
- 3) Figures to the right indicate full marks

SECTION- I

- | | | |
|------------|---|-------------|
| Q.1 | Explain Third Party Intermediaries with suitable examples | (14) |
| Q.2 | Write a detailed note on Global Supply Chain Management. | (14) |
| Q.3 | Explain Control in process of Internationalization with suitable examples | (14) |
| Q.4 | Discuss Role of legal structure in Control Strategies | (14) |
| Q.5 | Write Short Notes (Any Two) | (14) |
| | a) Compatible Partners | |
| | b) Ethical Dilemma | |
| | c) Shared ownership | |

SECTION- II

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|------------|---|-------------|
| Q.6 | Discuss Cultural Difference with respect to collaborative arrangements with suitable examples. | (14) |
| Q.7 | Discuss your views on the effect of COVID 19 on companies operating on global scale | (14) |
| Q.8 | "Franchising creates higher growth opportunities for the companies" Do you agree? Discuss with appropriate examples | (14) |

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