

CDOE

MASTER OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)

M.B.A. SEM - IV : WINTER :- 2021

SUBJECT: GLOBAL BUSINESS STRATEGIES

Day : Tuesday

Date 22-02-2022

W-22044-2021

Time : 02:00 PM-05:00 PM

Max. Marks: 60

N.B.

- 1)** Attempt any **THREE** questions from Section –I. Each question carries 10 Marks.
 - 2)** Attempt any **TWO** questions from Section –II. Each question carries 15 Marks.
 - 3)** Answer to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** Explain the role of Third Party Intermediaries in Imports. **(10)**
- Q.2** Write note on different types foreign factories. **(10)**
- Q.3** State the role of legal structure in Control Strategies **(10)**
- Q.4** What are the issues related to global supply chain? **(10)**
- Q.5** Write Short Notes on **ANY TWO** of the following : **(10)**
- a.** Joint Ventures
 - b.** Compatible partners of Global Business
 - c.** Franchising
 - d.** Global product

SECTION – II

- Q.6** Enumerate the various Export and Import strategies adopted by Multi-National Companies. **(15)**
- Q.7** Assume you are an Exporter of Food products to middle East Countries. Explain how the cultural differences would affect your marketing strategy? Support your answer with suitable examples. **(15)**
- Q.8** Explain the manufacturing and operations strategies adopted by Global Companies. **(15)**

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