

CDOE
MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS-2019 COURSE)
M.B.A. (H.R.) SEM - IV : WINTER :- 2021
SUBJECT: GLOBAL BUSINESS STRATEGIES

Day : Tuesday
Date 22-02-2022

W-22167-2021

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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