

**MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)**  
**M.B.A. Sem - IV : WINTER : 2021**  
**SUBJECT: GLOBAL BUSINESS STRATEGIES**

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**Day :** Monday  
**Date :** 24-01-2022

**W-15462-2021**

**Time :** 02:00 PM-05:00 PM  
**Max. Marks:** 60

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**N.B.**

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
  - 2) Answers to both the sections should be written in **SEPARATE** answer book.
  - 3) Figures to the right indicate **FULL** marks.
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**SECTION – I**

- Q.1** Discuss the impact of Technology on Exports. (10)
- Q.2** Global manufacturing entails setting up of a global supply chain. Explain the factors that must be considered before setting up a supply chain. (10)
- Q.3** Write a note on location of decision-making in the context of international control strategies. (10)
- Q.4** Explain the important objectives of collaboration that an international business firm enters into. (10)
- Q.5** Write short notes on any **TWO**: (10)
- a) Franchising
  - b) TQM
  - c) Global Product
  - d) Equity alliance

**SECTION – II**

- Q.6** “Proper designing of export strategy avoids making costly mistake by an international firm”. Elaborate on the statement by explaining the costly mistakes that can be committed and what important steps should be taken to avoid these mistakes? (15)
- Q.7** Draw and explain the strength and weakness of the following types of organization structures: (15)
- i) International divisions and ii) Product division structures.
- Q.8** “Control strategies for an international business firm are difficult to formulate compared to domestic firm”. Therefore business firms have to take into account several factors. Explain these factors in detail. (15)

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