

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER- 2022
SUBJECT : GLOBAL BUSINESS STRATEGIES

Day : Thursday
Date : 16-06-2022

S-22817-2022

Time : 02:00 PM-04:00 PM
Max. Marks : 50

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N.B.

- 1) Attempt any **THREE** questions from Section - **I** and any **TWO** questions from Section - **II**.
 - 2) Figures to the **RIGHT** indicate marks.
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SECTION – I

- Q.1** What are the advantages of Globalization? Discuss with Examples. **(10)**
- Q.2** What is the importance of strategic management to Global Business? Explain with examples. **(10)**
- Q.3** Discuss the different types of organizational structures global companies use. **(10)**
- Q.4** What are the benefits of Ethics to Global Business organizations? Cite suitable examples. **(10)**
- Q.5** Write short notes on any **TWO** of the following **(10)**
- a) Global Business Environment
 - b) Types of Global strategies
 - c) Licencing and Franchising

SECTION - II

- Q.6** What is global strategy? Explain advantages of developing a global strategy with reference to post covid situation . Discuss with Indian examples. **(15)**
- Q.7** What are the global business Environmental Factors impacting business enterprises in FMCG Industry. **(15)**
- Q.8** Identify any two Global trends that influence Global business. Discuss its effects on **(15)**
- a) International trend in On line Shopping.
 - b) Trend in Hand made silver Jewellery shopping.

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