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MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)
M.B.A. Sem - IV : WINTER- 2022
SUBJECT : GLOBAL BUSINESS STRATEGIES

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 28-12-2022

W-15462-2022

Max. Marks : 60

N.B.:

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
 - 2) Answer to both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the **RIGHT** indicate full marks.
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SECTION-I

- Q.1** Discuss the four major location strategies for global production networks. (10)
- Q.2** Explain the stages of export development. (10)
- Q.3** What are the factors that should be considered in a global supply chain? (10)
- Q.4** Discuss the most common technique used in the management function of Controlling. (10)
- Q.5** Write short notes on Any **TWO** of the following: (10)
- a) Global Advertising
 - b) TQM
 - c) Role of Custom agencies in imports
 - d) Franchising

SECTION-II

- Q.6** "A well drafted strategy can also fail miserably if not implemented properly". (15)
State the importance of strategy implementation.
- Q.7** Assume you are in-charge of developing a strategy for a MNC selling footwear in 30 different countries around the world. Should the company employ a multi-country strategy, transnational strategy or global strategy? Explain which strategy makes sense in case of a product like footwear. Support your answer with appropriate examples. (15)
- Q.8** Illustrate with a block diagram a typical export business plan. (15)

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