

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

Day : Wednesday

Time : 10:00 AM-12:00 PM

Date : 21-12-2022

W-22817-2022

Max. Marks : 50

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** How Indian IT companies are formulating competitive strategy, while operating in International business? Comment. (10)
- Q.2** What are the important elements of global business? Discuss with Examples. (10)
- Q.3** What are the advantages of Globalization? Discuss with Examples. (10)
- Q.4** Describe International capital movement and its impact on International Business (10)
- Q.5** Write short notes on any **TWO** of the following (10)
- a) Global Business Environment
 - b) Licencing and Franchising
 - c) Importance of quality in global business

SECTION - II

- Q.6** What are the global business Environmental Factors impacting business enterprises in consumer durable Industry. (10)
- Q.7** Identify any two Global trends that influence Global business. Discuss its effects on (10)
- a) On line fashion Stores.
 - b) Hand made silver Jewellery.
- Q.8** What is global strategy? Explain Four global Business Strategies with suitable examples relevant current post covid situation. (10)

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