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**PD2787**

SEAT No. : LIBRARY

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**S.Y. M.B.A.**

**405-GE-UL-19 : GLOBAL STRATEGIC MANAGEMENT**

**(2019 Pattern) (Semester - IV)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Each question carries 10 marks.*
- 3) *Figures to the right indicate full marks.*

**Q1) Answer the following : (Any 5 out of 8)**

**[5×2=10]**

- a) Define Turnkey Projects?
- b) Define Market Intelligence?
- c) Define Joint Ventures?
- d) Define Strategic Alliance?
- e) What is Localisation?
- f) Define Mergers and Acquisitions with examples?
- g) Define Globalisation?
- h) What is Country Attractiveness?

**Q2) Answer the following : (Any 2 out of 3)**

**[2×5=10]**

- a) Write short note on the Factors that push Globalisation.
- b) What are the various Challenges in Globalization?
- c) Explain the Greenfield Investments?

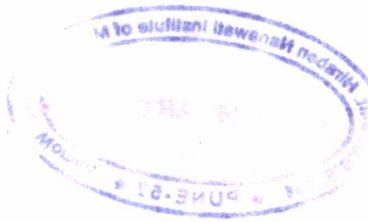
**Q3) a) Explain the typology of Global Strategic Alliances and Criteria's for successful Alliance?**

**OR**

- b) Explain the effects, benefits and challenges with Cross Border Merger and Acquisitions?

**[10]**

**P.T.O.**



**Q4) a)** How Global Organizations are designed and what are the Factors influencing on International Organization Structure?

OR

**b)** Explain with examples the Multi-Business Global Product Division Model? **[10]**

**Q5) a)** Elaborate the challenges to Strategic Management. Discuss the impact of globalisation, innovation and sustainability?

OR

**b)** Explain in detail the various Market Entry Strategies with examples? **[10]**

