

Total No. of Questions : 5]

PC-2988

SEAT No. :

[Total No. of Pages : 2

[6380] - 65

M.B.A.

**405-GE-UL-19: Global Strategic Management  
(2019 Pattern) (Semester - IV)**

*Time : 2 Hours]*

*[Max. Marks : 50*

*Instruction to the candidates:*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

**Q1) Answer Any five questions :**

**[5 × 2 = 10]**

- a) Define Globalization
- b) What are Resources?
- c) What do you understand by Piggybacking?
- d) Explain two advantages of Globalization :
- e) Define strategic Alliance
- f) Explain competitive advantage.
- g) Define Resources.
- h) Explain market intelligence.

**Q2) Answer any two :**

**[2 × 5 = 10]**

- a) Explain the challenges of globalization.
- b) What are the various criteria for successful alliance
- c) Explain the market entry strategies?

**P.T.O.**

**Q3) Answer any one :**

**[10]**

- a) Elaborate the theories of organizational adaptation at global level with example.

OR

- b) Explain the key success factors of world class market intelligence and how they contribute in designing the global strategy.

**Q4) Answer any one :**

**[10]**

- a) Evaluate the importance of effective leadership and organizational culture in facilitating successful M&A outcomes.

OR

- b) Explain the meaning of globalization. Write in detail the global integration / local responsiveness grid.

**Q5) Answer any one :**

**[10]**

- a) What is learning organization. Explain the strategies how we can create a learning organization.

OR

- b) Explain the global functional model and suggest a suitable organization structure for a global electrical car manufacturing company.



Total No. of Questions : 5]

SEAT No. :   LIBRARY

PB-2152

[Total No. of Pages : 2

[6201]-4003

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) *All questions carry equal marks.*

**Q1) Solve any five (2 marks each) :**

**[10]**

- a) Define glocalization.
- b) What is Merger and Acquisition?
- c) List down any two advantages of globalisation.
- d) What are the Resources?
- e) What is Piggybacking?
- f) What is a green field investment?
- g) List down any two global entry strategies.
- h) What is an Alliance?

**Q2) Solve any two :**

**[10]**

- a) Explain the factors that affects the selection of Global Market Entry Strategies?
- b) What are the key drivers of Market Intelligence?
- c) List down the benefits of localisation and globalisation.

**Q3) Solve any one :**

**[10]**

- a) Define strategic Alliance. Explain the typology and framework of strategic Alliance.
- b) Examine the issues in global strategy implementation.

**P.T.O**

**Q4) Solve any one :**

**[10]**

- a) Discuss in brief joint ventures & Partnering with suitable examples.
- b) Elaborate the theories of Organisational adaptation at global level with example.

**Q5) Solve any one :**

**[10]**

- a) Explain challenges to strategic management & impact of globalisation on local business.
- b) Explain the global functional model and suggest a suitable organisation structure for a global electrical car manufacturing company.





Total No. of Questions : 5]

P4264

[6025]-73

SEAT No. :  

[Total No. of Pages : 3

M.B.A. (Part - II)

**405 -GE-UL-19 : GLOBAL STRATEGIC MANAGEMENT**  
**(2019 Pattern) (Semester - IV)**

Time : 2 Hours]

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question carries 10 Marks.



Q1) Answer any FIVE out of the following EIGHT:

[10]

- a) Define Globalization?
- b) Define a Strategy?
- c) What is the Localization?
- d) What are the Resources?
- e) What is a cooperative strategy in which firms combine some of their resources and capabilities to create a competitive advantage?
  - i) Piggybacking
  - ii) Turnkey Project
  - iii) Greenfield Investment
  - iv) Strategic Alliance
- f) In which organizational design both functions and geography are given equal power and responsibilities?
  - i) Geographical Model
  - ii) Single Matrix Model
  - iii) Hybrid Structural Model
  - iv) Global Functional Model
- g) What refers to the use of business practices to manage the triple bottom line: traditional profit/loss; company's social responsibility; and its environmental responsibility?
  - i) Sustainability
  - ii) Globalization
  - iii) Innovation
  - iv) Adaptation

P.T.O.

- h) Which of the following statements is most appropriate about Strategy Evaluation and control?
- i) It is a process by which strategies and policies are put into action through the development of programs, budgets, and procedures.
  - ii) It is the process of investigation, analysis, and decision making that provides the company with the criteria for attaining a competitive advantage.
  - iii) It is a process in which corporate activities and performance results are monitored so that actual performance can be compared with desired performance.
  - iv) It is monitoring, evaluating, and disseminating information from the external and internal environments to key people within the corporation.

Q2) Answer the following: (Any Two out of Three) [10]

- a) Explain the modes of entries in Global markets?
- b) What are the key drivers of Market Intelligence?
- c) Explain the factors that affecting the selection of Global Market Entry Strategies?

Q3) a) What are the rationales for cross-border Mergers and Acquisitions in the current Business Environment? [10]

OR

- b) Explain the types of Global Organizations? Compare Joint Ventures and Partnering with suitable examples? [10]

**Q4) a)** Elaborate the theories of Organizational Adaptation at Global level with example? **[10]**

OR

b) Discuss the Concept and Significance of Partner Analysis in Strategic Alliance? **[10]**

**Q5) a)** Discuss the Criteria's of Sustainable Competitive Advantages of a Business Organization? **[10]**

OR

b) What is Strategic Management? Explain the process of Strategic Management? **[10]**

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Total No. of Questions : 5]

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SEAT No. :

[Total No. of Pages : 2  
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[5946] 403

M.B.A.

**405 : GLOBAL STRATEGIC MANAGEMENT  
(2019 Pattern) (Semester - IV) (GE-UL-19)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) All questions carry equal marks.
- 3) All questions contain internal options.

**Q1) Answer any Five out of the following :**

[10]

- a) Define globalisation.
- b) List down the advantages of globalisation.
- c) What is competitive advantage?
- d) List down various global entry strategies.
- e) What is a Merger?
- f) List down various models of organising a global organisation.
- g) What is piggybacking?
- h) What is a greenfield investment?

**Q2) Answer any Two of the following :**

[10]

- a) Distinguish between global and local alliances.
- b) Summarise the key success factors of world class market intelligence.
- c) List down the benefits of localisation and globalisation.

**P.T.O.**



Q3) a) Examine the issues in global strategy implementation. [10]

OR

b) Explain the four criteria of sustainable competitive advantage. [10]

Q4) a) Explain with examples the global functional model. [10]

OR

b) Compare Joint Ventures and partnering with suitable examples. [10]

Q5) a) "Benefits of globalisation include access to larger markets, better allocation of resources, increased business opportunities, improved product quality and consumer benefits - Justify. [10]

OR

b) Design a global entry strategy for a company manufacturing FMCG products. [10]

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Total No. of Questions : 5]

P6901

SEAT No. :

[Total No. of Pages : 2]

[5860]-403

S.Y. M.B.A.

**GE - UL - 19 : GLOBAL STRATEGIC MANAGEMENT  
(2019 Pattern) (Semester - IV) (405)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.
- 3) All questions contain internal options.

Q1) Answer any five out of the following :

[10]

- a) Define localisation.
- b) What is market research?
- c) Define Innovation.
- d) What is sustainability?
- e) What is an Alliance?
- f) What are capabilities?
- g) Define culture.
- h) What is an acquisition?

Q2) Answer any two out of the following :

[10]

- a) What are the factors that push localisation?
- b) What are the benefits of globalisation?
- c) What are global multinational alliances.

P.T.O.



**Q3) a) Discuss with examples cross border mergers and acquisitions. [10]**

**OR**

**b) Discuss market and industry opportunities with suitable examples. [10]**

**Q4) a) Discuss alliance constellation management with industry examples. [10]**

**OR**

**b) Explain with examples the typology and framework of strategic alliances. [10]**

**Q5) a) Elaborate with examples the challenges to global strategic management in the present era. [10]**

**OR**

**b) Explain the global functional model and suggest a suitable organisation structure for a global Pharma Company. [10]**

