

SEAT No. :

[Total No. of Pages : 2]

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M.B.A.

Time : 2 Hours]

Instructions to the candidates:

- Q1) Solve any five of the following :**

- a) Define Global Strategic Management.
- b) Define Market Intelligence.
- c) What is 'Licensing'?
- d) Define 'Piggybacking'.
- e) Explain Competitive Advantage.
- f) List Elements of External Environment Analysis.
- g) Define Globalization.
- h) What is Country Attractiveness?

Q2) Answer any two of the following :

- What do you understand by learning organization?
- What are the various factors that globalization?
- What are the various criteria for successful alliance?

P.T.O.

Q3) a) Define Strategic Alliance. Explain the typology and Framework of Strategic Alliance. [10]

OR

b) Explain the various ways of designing the global organization. [10]

Q4) a) What is market intelligence? What are the Key Success Factors of World Class Market Intelligence? [10]

OR

b) Explain in detail the various theories of organizational adaptation. [10]

Q5) a) Design Suitable Market Entry strategy for OTIS Elevators. [10]

OR

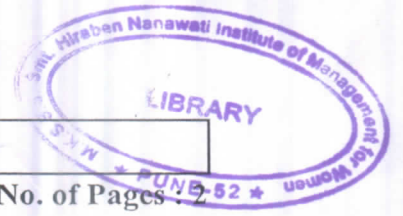
b) Explain global mergers and acquisitions. Explain the rationale for cross-border M&As with suitable example. [10]

Total No. of Questions : 5]

PB4505

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S.Y. M.B.A.

405-GE-UL-19 : GLOBAL STRATEGIC MANAGEMENT

(Revised 2019 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

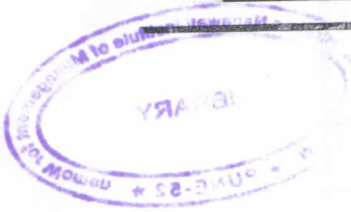
- 1) All questions are compulsory.
- 2) All questions carry equal marks.
- 3) All questions contain internal options.

Q1) Answer ANY FIVE out of the following :

[5×2=10]

- a) List factors that push globalization.
- b) What do you mean by 'Make in India'?
- c) What is an acquisition?
- d) List Four Criteria of Sustainable Competitive Advantage.
- e) Acronym BRICS stands for.
 - i) British Industry Commerce and Sales.
 - ii) Basic Regional Infrastructure Commerce and Sales
 - iii) Brazil, Russia, India, China and South Africa
 - iv) Belgium, Romania, Ireland, Chile and Slovenia
- f) Is India a member of G7 group?
 - i) Yes
 - ii) No
- g) What are Greenfield Projects?
- h) What do you mean by 'Market Intelligence'?

R.T.O.



Q2) Answer ANY TWO out of the following :

[2×5=10]

- a) Differentiate 'Localization' from 'Globalization'.
- b) What do you mean by 'Cross-Border Acquisitions'?
- c) Explain 'transnational model'.

Q3) a) Discuss different overseas market entry strategies. What suitable overseas expansion strategy will you suggest for 'DMART' (Avenue Supermarts Ltd)? **[10]**

OR

- b) Why do business firms globalize? List and discuss the reasons with suitable examples. **[10]**

Q4) a) Using suitable examples of Indian companies, explain different types of strategic alliances that companies follow. **[10]**

OR

- b) How Licensing, Partnering and Joint Venturing are different or similar? Discuss using suitable example. **[10]**

Q5) a) Elaborate and highlight the current challenges to Global Strategic Management using suitable example from the industry. **[10]**

OR

- b) Using any suitable example, Design a Multi Business structural model for a Global Organisation. **[10]**

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