

Total No. of Questions : 5]

SEAT No. :

P6901

[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]

