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SEAT No. :

PA-3719

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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]

