

MAR-APRIL 2023

Total No. of Questions : 5]

SEAT No. :

P4264

[6025]-73

[Total No. of Pages : 3

M.B.A. (Part - II)

405 -GE-UL-19 : GLOBAL STRATEGIC MANAGEMENT

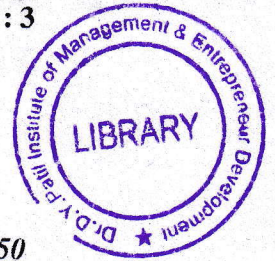
(2019 Pattern) (Semester - IV)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

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



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]

OR

