

Total No. of Questions : 5]

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SEAT No. :

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S.Y.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) *Each question carries 10 marks.*

Q1) Answer any 5 questions out of 8 (2 marks each)

[10]

- a) Which of the following factors are key drivers of globalization?
 - i) Government Action, Exchange Rates, Competition and Socio demographic Factors.
 - ii) Market Convergence, Competition, Exchange Rates and Cost Advantage
 - iii) Cost Advantages, Government Action, Economic Cycles and Competition.
 - iv) Market, Cost, Competition and Government Policies.
- a) Political risks, Economic risks, Competitive risks & Operational risks all together can be termed as _____.
 - i) Strategic Myopia
 - ii) Country Risk
 - iii) Business Risk
 - iv) Financial Risk
- c) The disadvantages of _____ include the often high costs of transportation and tariffs placed on some incoming goods as well as less control over the marketing and distribution of products.
 - i) Greenfield Venture
 - ii) Direct Exporting
 - iii) Licensing
 - iv) Acquisitions

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- d) The firm which uses a _____ to offer standardized products across country markets, with competitive strategy being dictated by the home office.
- Multi Domestic Strategy
 - Global Strategy
 - Transnational Strategy
 - Diversification Strategy
- e) What is a Merger?
- f) What is an Acquisition?
- g) Enlist the drivers of Market Intelligence?
- h) Enlist the features of Globalization?

Q2) Answer the following questions. (Any 2 out of 3) **[10]**

- Explain the Factors Affecting on Globalization?
- Explain the Economies of Scale and Learning?
- Explain the Multi-Business Geographical Model?

Q3) a) Explain the meaning of Globalization? Write in detail the Global Integration/Local Responsiveness Grid? **[10]**

OR

- b) Explain Strategic evaluation and control? What are the control methods in International Business?

Q4) a) How you can design the global Organization? Explain any three Global Organization Methods? **[10]**

OR

- b) Explain the various types of resources? What are the Four Criteria's of creating a Sustainable Competitive Advantage?

Q5) a) What is Market Intelligence? What are the Key Success Factors of World Class Market Intelligence? **[10]**

OR

- b) What is Learning Organization? Explain the Strategies how we can create a Learning Organization?

