

Total No. of Questions : 5]

**PB4505**

SEAT No. :

[Total No. of Pages : 2

[6201]-403

**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'?

**P.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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