

Total No. of Questions : 5]

SEAT No. :

PD-2823

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M.B.A.

**GE-UL-19 - 405 : GLOBAL STRATEGIC MANAGEMENT
(2019 Pattern) (Revised) (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) Solve any five of the following :

[5 × 2 = 10]

- a) Define Global Strategic Management.
- b) Define Market Intelligence
- c) What is 'Licensing'?
- d) Define 'Piggybacking'.
- e) Explain Competitive Advantage.
- f) List Elements of External Environment Analysis.
- g) Define Globalization.
- h) What is Country Attractiveness?

Q2) Answer any two of the following :

[2 × 5 = 10]

- a) What do you understand by learning organization?
- b) What are the various factors that globalization?
- c) What are the various criteria for successful alliance?

P.T.O.

Q3) a) Define Strategic Alliance. Explain the typology and Framework of Strategic Alliance. **[10]**

OR

b) Explain the various ways of designing the global organization. **[10]**

Q4) a) What is market intelligence? What are the Key Success Factors of World Class Market Intelligence? **[10]**

OR

b) Explain in detail the various theories of organizational adaptation. **[10]**

Q5) a) Design Suitable Market Entry strategy for OTIS Elevators. **[10]**

OR

b) Explain global mergers and acquisitions. Explain the rationale for cross-border M&As with suitable example. **[10]**
