

Subject : Elective-I : Global Business Strategies (International Business)

Day : Thursday
Date : 09/06/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 70 Total Pages : 1

N.B.:

- 1) Attempt **ANY THREE** questions from Section – **I** and **ANY TWO** questions from Section – **II**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION - I

- Q.1** Explain comparative Cost Advantage Theory. How is it different from Absolute Advantage Theory? **(14)**
- Q.2** “External environmental factors pose severe challenges to business organizations”. In light of the statement, discuss the challenges faced by global businesses due to factors of external environment. **(14)**
- Q.3** Briefly discuss on any two strategies adopted by Multinational Corporations in India. What was the need to adopt the strategies so chosen? Justify. **(14)**
- Q.4** Explain, giving reasons as to why international capital movements occur? **(14)**
- Q.5** Write short notes on **ANY TWO** of the following: **(14)**
- a) Benefits of Liberalization to Indian Business Organization
 - b) Effects of MA & MV in Competitive Strategy
 - c) Trends in Global Business

SECTION - II

- Q.6** A multinational company into production of bio-technology products has plans to enter India. They find India a perfect place to give them global competitiveness and advantage. They strongly intend to adhere to ethical standards as required in the Indian environment. Suggest ways to follow ethical practices in conduct of business operations. **(14)**
- Q.7** A two wheeler company in India well known for its quality product, innovation, strong supply chain; wants to enter other Asian Countries such as Malaysia, Indonesia, and Philippines etc. What strategy would you advice them to adopt? Justify with alternatives. **(14)**
- Q.8** Discuss the extent of competition existing in the global mobile handset manufacturing industry. Provide names of major competitors and discuss strategies adopted by the top two major handset manufacturers. **(14)**

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