

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

Day : Wednesday
Date : 14/12/2016



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** Discuss as to why there was a need for liberalization of Indian Business. Justify. (14)
- Q.2** Elaborate on any one international trade theory for the conduct of international trade. (14)
- Q.3** How do business ethics influence strategy decisions for global business organizations? You can consider India as the place of business operations. (14)
- Q.4** The external environment poses several challenges to global business organizations. Discuss some challenges by considering economic and social factors. (14)
- Q.5** Write short notes on **ANY TWO** of the following: (14)
- a) International Labour Movement
 - b) Effects of MA and MV in competitive strategy
 - c) Mercantilism theory for international trade

SECTION - II

- Q.6** Some international firms are using the merger and acquisition route to take competitive advantage while entering Indian Markets. Consider any one such organization and comment upon whether they have been able to succeed in the Indian market or what have been the challenges faced. (14)
- Q.7** Identify any two recent global trends that influence global business firms. What is their effect in India on: (14)
- i) Health and fitness equipment manufacturers
 - ii) Banks
- Q.8** An Indian organization which is into production of perfumes and cosmetics wants to tap the overseas Asian and African markets. Suggest suitable strategies. (14)

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