

Roll No.

Total Pages : 2

248404

May, 2019

MBA (IB) - IV SEMESTER

Global Strategic Management (MBA/IBM/212)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Impact of personal value on international strategy. (1.5)
- (b) Impact of culture on international strategy. (1.5)
- (c) International Control System. (1.5)
- (d) E-commerce strategy. (1.5)
- (e) Risk Management Strategies in multinational management. (1.5)
- (f) Strategies for global competitive advantage. (1.5)
- (g) Transfer Pricing techniques. (1.5)

248404/70/111/460

[P.T.O.
24/5

- (h) Ethical concerns with Strategic Management. (1.5)
- (i) Cross Border Merger. (1.5)
- (j) Research and development strategy. (1.5)

PART-B

- 2. Explain the components and challenges of International Strategic Management. (10)

- 3. (a) What are the obstacles to the globalization? (7.5)
(b) How a strategic manager can prepare product strategies for global markets? (7.5)

- 4. Explain the challenges of multinational selection, recruitment and performance appraisal. (15)

- 5. (a) What are the criteria for successful alliances? (7.5)
(b) How to take the strategic decisions over different stages of international product life cycle? (7.5)

- 6. (a) Give some strategic considerations in expatriate personnel management. (7.5)
(b) How can we manage the blocked funds in international environment? (7.5)

- 7. Discuss the international investment strategies. How the tax burden can be minimized? (15)