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Total No. of Pages : 02

Total No. of Questions : 15

MBA (IB) (2015 to 2017) (Sem.-4)

GLOBAL BUSINESS STRATEGY

Subject Code : MBAIB-401

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students have to attempt ANY FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt ANY ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying EIGHT marks.

SECTION-A

- Q1. Discuss the role of MNC in international business.
- Q2. Discuss ethical issues surrounding visa norms of USA.
- Q3. What are different components of global business environment?
- Q4. What do you understand by focus as generic strategy?
- Q5. How technology affects competitive advantage?
- Q6. Write a note on concept of knowledge as a resource.

SECTION-B**UNIT-I**

- Q7. Discuss the Porter's Diamond of National advantage.
- Q8. Elaborate the role of institutions and culture on global business strategy?

UNIT-II

- Q9. What are different components of strategy? Discuss technology capability as a plank for development of strategy.

Q10. How business environment affects choice of manufacturing base in global context?

UNIT-III

Q11. Write detailed note on integration strategies. In what circumstances acquisition abroad would make sense to business.

Q12. Discuss concept of international strategic alliances citing examples.

UNIT-IV

Q13. Write brief notes on :

- a) Innovation
- b) Structure and strategy.

Q14. Discuss the role of regional alliances for economic development in asian context.

SECTION-C

Q15. **Case study :**

On Thursday 23 of June, 2016 the UK expressed its will and 51.9% of those who voted decided to leave the EU. Understandably it was followed by shock and frustration and raised questions about the future and fears that businesses, the political system, and the economy will collapse. The first phase of shock is gone now and it's time to put emotions behind us and start thinking about new business strategies, and adjust to the UK's new status.

In the short term, there have been significant market declines, but investors are going to be frustrated for a while about what to expect in the future. The UK is the 5th largest economy with strong financial resources and the influence to overcome the challenges. One option is to look beyond the European trading markets, which is both a challenge and an opportunity. The absence of the EU regulations will mean the U.K will be fully responsible of its trading relationships with other countries, although that means longer negotiation processes and potentially less lucrative deals given the smaller market. Paul Drechsler, president of the CBI stressed that the government has to clearly address the message that Britain is open for business. The Institute of Directors said almost two-thirds of more than 1,000 companies polled, are thinking of moving their business elsewhere, with a quarter willing to stay. Yet, there were only a couple of official statements that some companies have started relevant procedures. Moving a business from one country to another is not easy.

Question :

Discuss the impact of BREXIT on global competitive dynamics.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.