

7. How are ethical and social responsibility issues integrated with strategic management ?

Unit-IV

8. Describe risk strategies in multinational management.
9. What is meant by global competitive advantage ? Mention strategies for achieving this advantage.

Roll No.

56085

**MBA 2 Year 4th Semester (N.S.)
Examination- May, 2016**

Global Strategic Management

PAPER : MBA-417

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt **five** questions in all. Section A is **compulsory**. Attempt 4 questions from Section B, selecting at least **one** question from each unit.

Section-A

1. Briefly explain the following :

(a) Motives of internationalisation of firms

- (b) Obstacles to globalisation
- (c) Partner analysis
- (d) Technology strategy
- (e) Challenges of performance appraisal
- (f) Communication strategies
- (g) Managing intra-international company accounts.
- (h) Managing project

Section-B

Unit-I

- 2. Describe the various determinants of internationalisation of firms.

- 3. What do you know about approaches to multi-national corporate strategy. Explain them.

Unit-II

- 4. Why do cross border Mergers and Acquisitions take place ? Describe their merits and demerits.
- 5. What are the strategic considerations involved in decision of a multinational company to enter and exit a market ?

Unit-III

- 6. Describe HR strategies in cross cultural environment.