

UNIT - IV

8. Explain the strategies that must be considered for global competitive advantages.

OR

9. What are the Risk strategies in multinational management and discuss different methods to face the challenges of Multinational companies ?

Roll No.

56085

**MBA 2 Year 4th Semester
(New Scheme) 2011-2013
Examination-May, 2017**

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: Question No. 1 in Section A is **compulsory**. Attempt four questions from Section B (**two** from each unit) selecting **one** question from each unit. All questions carry equal marks.

SECTION - A

1. Write short notes on :

(a) MNC

- (b) Globalization
- (c) Managing Integration
- (d) Consolidation phases
- (e) Subsidiaries
- (f) Negotiation
- (g) Transfer pricing techniques
- (h) Trade Finance

SECTION - B

UNIT - I

2. Discuss the drivers and obstacles to globalization.

OR

3. What are the different components and challenges of international strategic management ?

UNIT - II

4. Explain the strategic considerations in foreign market identification.

OR

5. What is International Product Life Cycle and discuss its strategic decisions over different stages of international product life cycle ?

UNIT - III

6. Discuss the challenges faced by multinational recruitment, selection and at the time of performance appraisal.

OR

7. What is E-Commerce and its strategy to face the global world ?