

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages: 02

Total No. of Questions: 10

MBA (IB) (Sem. – 4)
GLOBAL BUSINESS STRATEGY

Subject Code: MBAIB401-18

M Code: 77800

Date of Examination: 12-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A is COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student has to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C is COMPULSORY** carrying **TWELVE** marks.

SECTION A

1. Write short notes on the following:
 - a) What is strategic alliance?
 - b) Explain the term International Acquisition.
 - c) Explain the term host and home country.
 - d) What is standardization strategy in the context of global business?
 - e) Explain franchising.
 - f) Explain two disadvantages of globalization?
 - g) What are business level strategies?
 - h) What are two major types of diversification?

SECTION B

UNIT-I

2. 'While some see globalization as the avenue to the development of poor nations, others see it intensifying miseries and inequalities'. Critically examine the above statement in today's context.
3. Write down various cultural and ethical issues which a business intending to go global might face.

UNIT-II

4. How the political risk should be analyzed and managed in context of International business strategy.
5. Explain the various techniques available for a business to evaluate its performance.

UNIT-III

6. Critically analyze proactive motives, reactive motives as well as internal and external triggers which may drive international expansions. Use examples to demonstrate how each point you discuss would drive expansion in global business place.
7. Discuss various ways by which a business may enter in foreign market.

UNIT-IV

8. Write a detailed note on national and regional economic development strategy.
9. Explain how innovation is the key in gaining competitive advantage both nationally and internationally. Cite suitable examples.

SECTION-C

10. Case Study

Global beverages major PepsiCo, said it would invest Rs. 33,000 crore till 2020 to ramp up operations. The company which has so far invested \$2 billion in India since its entry in 1989, said investment that it was going to make would strengthen its capacity in various strategic areas including innovation, manufacturing, infrastructure and agriculture.

India is a country with huge potential and it remains an attractive high priority market for PepsiCo. It believes it has scratched the surface of long term growth opportunities that exist for PepsiCo and its partners. The company further said that the reason for investment in India is because of India's terrific growth story and the company has the great business in India, and this investment shows the confidence in India and growth prospects.

In context of this case:

- a) Find out strategy to be followed by PepsiCo in the years to come.
- b) What would be the impact on Indian home country businesses if everything is materialized?

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