

	<b>Sanjay Ghodawat University, Kolhapur</b>		2018-19
Established as State Private University under Govt. of Maharashtra. Act No XL, 2017			EXM/P/09/01
<b>Year and Program:2018-19</b> <b>M.B.A. -II</b>	<b>School Commerce and Management</b>	<b>Department MBA</b>	
<b>Course Code: MMC IB 607</b>	<b>Course Title:</b> <b>Global Business Strategies</b>	<b>Semester – I</b>	
<b>Day and Date</b> <b>Friday, 14/12/2018</b>	<b>End Semester Examination (ESE)</b>	<b>Time: 10.00AM to 1.00PM</b> <b>Max Marks: 100</b>	

**Instructions:**

- 1) All questions are compulsory.
- 2) Give suitable examples wherever necessary.
- 3) Figures to the right indicate full marks.

**Q.1 Solve The Following**

	Marks	Bloom's Level.	CO
a) Global Business Mapping gives market insights in Global Business expansions? Explain with suitable example?	07	L <sub>3</sub>	CO1
OR			
a) Discuss the Impact of Culture on Global business with suitable example.	07	L <sub>3</sub>	CO1
b) "Demonetization of currency has naturally affected on global trade" Comment on the statement with suitable example?	08	L <sub>2</sub>	CO2
OR			
b) Explain PESTLE Analysis & State its Advantages & Disadvantages.	08	L <sub>2</sub>	CO2

**Q.2 Solve The Following**

a) "Global value chains provide new opportunities to developing countries", comment on the statement.	07	L <sub>3</sub>	CO3
OR			
a) Explain the role of Human and Technological resources in the global business competitiveness of the firm".	07	L <sub>3</sub>	CO3
b) Explain the term Internationalization and Explain Pros and Cons of Internationalization.	08	L <sub>3</sub>	CO4
OR			
b) State the difference between Domestic and International Marketing	08	L <sub>3</sub>	CO4

<b>Q.3 Solve any Two</b>					
a)	Discuss on role of EXIM Policy and Importance of International trade in global business.	08	L <sub>2</sub>	CO1	
b)	Explain the types of Business Environment and write the advantages of Environmental Scanning	08	L <sub>2</sub>	CO2	
c)	Discuss on Positioning Perspective vs Resource Based Perspective of Global Business.	08	L <sub>2</sub>	CO2	
d)	Discuss the role of IMF & WTO in Global Business	08	L <sub>2</sub>	CO2	
<b>Q.4 Solve any Two</b>					
a)	What are the different Entry modes in International Business, Explain with suitable example?	09	L <sub>3</sub>	CO3	
b)	Brief the term Global Sourcing in international business & state the advantage & disadvantages of Global Sourcing.	09	L <sub>3</sub>	CO3	
c)	Discuss the Generic competitive strategy of Global organisation in capturing the market share?	09	L <sub>3</sub>	CO3	
<b>Q.5 Solve any Two</b>					
a)	Discuss the various challenges of global firm in International Business with suitable example?	09	L <sub>5</sub>	CO3	
b)	Discuss the Role of Ethics in International Business with suitable example?	09	L <sub>5</sub>	CO3	
c)	The Trade Blocs is contributing by favorable factors for the growth of Intraregional Trade. Comment on the statement?	09	L <sub>5</sub>	CO3	
<b>Q.6 Solve any Three</b>					
a)	Enumerate the advantages & disadvantages of Contract Manufacturing in International Business?	06	L <sub>2</sub>	CO1	
b)	Write a note on Timing of Entry in to International Market.	06	L <sub>2</sub>	CO1	
c)	What are the different types of Risk in International Business	06	L <sub>2</sub>	CO1	
d)	Explain risk management process in International Business.	06	L <sub>2</sub>	CO1	

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