



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com. DEGREE EXAMINATION - COMMERCE**

**FOURTH SEMESTER – APRIL 2013**

**CO 4804 - GLOBAL BUSINESS STRATEGY**

Date : 30/04/2013  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**Section A:**

**ANSWER ALL QUESTIONS**

**2 X 10 = 20 MARKS**

1. How do political environments affect business?
2. Identify any two prerequisites for organizational development
3. Mention some examples of how 'leisure time' is a business opportunity?
4. What type of price regulations (mention any two) help global business?
5. Why is competitive pay and equity an important issue for future employees in the global world?
6. Mention any two important trends in world trade in the last two years.
7. What is 'strategy implementation'?
8. Explain the term 'Hyper competitiveness'.
9. Identify any two reasons why industries go global.
10. Mention two reasons on the significance of national culture in global trade.

**Section-B:**

**ANSWER ANY FIVE QUESTIONS**

**5 X 8=40 MARKS**

11. What are the drivers of globalisation?
12. What political and international factors affect business operations and globalization/
13. Comment on the economic and technological trading environment of international trade.
14. What lessons can India learn from countries like Singapore and Germany?
15. Do the rise in world exports of commercial services give a message for Indian business and government? Have we taken special steps ahead?

16. Are there different levels of economic integration? Comment on regional integration agreements.

17. Comment on the need for strategic Management Planning. What are the various levels of international strategy?

18. Describe how Porter's five forces of competition drive competition in an industry.

**SECTION C: ANSWER ANY TWO QUESTIONS**

**2 X 20=40 MARKS**

19. Why is internal resource analysis an important activity for a company? What are the processes involved, in internal analysis and explain how it helps companies develop better design strategies?

20. Comment on popular transnational business strategies. Is there a growing importance or reduction in MNC based business operations globally today? Comment based on the present geo-political, and economic upturns observed globally in the last two years.

21. Describe any two of the following:

- a. Types of Joint ventures.
- b. International Mergers and Acquisitions.
- c. Culture and Cross border management.
- d. Management of Expatriates.

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