



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2015

CO 4804 - GLOBAL BUSINESS STRATEGY

Date : 27/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer **ALL** Questions. Explain each term/ statement in about 50 words.

(10 x 2 = 20)

1. Competitive environment.
2. Indian Trading Environment.
3. Dumping of Goods.
4. Value Chain Analysis.
5. Core competency.
6. Focus Strategy.
7. Employee Benefits.
8. Expatriates.
9. Corporate culture.
10. Sustainable Development.

SECTION-B

Answer **FOUR** Questions. Explain in about 2 pages each

(4 x 10 = 40)

11. Explain how a stable government will help trade and Commerce.
12. Explain the role and objectives of the WTO.
13. Describe briefly, the five force analysis of industrial competition.
14. Has India and the world changed in the last three years?
15. How do you assess and reduce political risks in International business?
16. What are your recommendations to make the Indian business environment, be more entrepreneur friendly?
17. Explain the key determinants of Foreign market Entry for an MNC.

SECTION-C

Answer any **TWO** Questions. Explain in about 4 pages each.

(2 x 20 = 40)

18. Is globalisation a sustainable future for the world economies? What are the positive and negative effects that a developing nation like India could experience due to globalisation?
19. What is the significance of culture in international management? Describe any findings on cultural differences, using any example related to a Joint Venture experience in India?
20. Write a short profile of any MNC (like Audi, Mercedes Benz) etc., operating in India. Make a SWOT analysis for the same MNC.
21. The following article makes some ADB predictions about how, India will overtake China's growth rate by 2015-16.....Do you believe so? What are India's key challenges and problems in their run up towards sustainable development?

READING MATERIAL

NEW DELHI: Times of India-24 March 2015.

India is all set to overtake China's growth rate by clocking 7.8 per cent GDP in 2015-16 and 8.2 per cent during the following fiscal on the back of structural reforms and government's "pro-investment" attitude, **Asian Development Bank** said on Tuesday.

"India is expected to grow faster than China in the next few years," ADB chief economist Shang-Jin Wei said while releasing the bank's annual publication Asian Development Outlook, 2015.

Indian government's pro-investment attitude, improvement in the fiscal as well as current account deficit situation, and some forward movement on resolving structural bottlenecks have helped improve the business climate, making India attractive again to both domestic and foreign investors, he added.

ADB expects India's growth to accelerate to 7.8 per cent in 2015-16 and further to 8.2 per cent in 2016-17. In case of China, the GDP is expected to decelerate to 7.2 per cent in 2015 and 7 per cent a year after. In the current fiscal, both the economies are expected to clock a 7.4 per cent growth rate.

The Indian government however, expects the growth rate to accelerate from 7.4 per cent to 8-8.5 per cent in 2015-16. The International Monetary Fund (IMF) has projected a growth rate of 7.5 per cent for next fiscal.

India, the ADB report said, would drive the economic growth of emerging Asian economies, as Asia's largest economy China will continue its moderate deceleration in 2015 and 2016 as the government proceeds with its structural reform agenda and fixed asset investment slows.

Shang, however, cautioned that although India's economic prospects look promising, "there are still many challenges".

As regards inflation, the ADB said inflation in 2015-16 at 5 per cent, but may rise to 5.5 per cent in 2016-17.

"We expect little bit monetary easing (of interest rates by the RBI) ... A benign inflation outlook would serve to help monetary policy support growth," ADB senior economics officer, Abhijit Sen Gupta said.
