LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – NOVEMBER 2016

CO 4804 – GLOBAL BUSINESS STRATEGY

Date: 10-11-2016   Dept. No.   Max. : 100 Marks
Time: 01:00-04:00

SECTION-A   (10 x 2 = 20 marks)

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

Economic environment.
Licensing.
Counter Trade.
Strategic Alliances.
Competitive Advantage.
Globalisation Fallouts.
WTO.
Subsidies removal.
Two characteristics of any one Indian Industry.
Differentiation Strategy.

SECTION-B   (4 x10 = 40 marks)

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

11. What are Key determinants of Foreign Market Entry for an MNC?
12. What are the challenges and problems faced by acquisitions and mergers?
13. Explain the roles of the ASEAN and SAARC.
14. Explain Michael Porters Generic strategies.
15. What are the Objectives and the function of the WTO? How far has India benefited from WTO membership?
16. Explain "business strategy" for an international firm. Comment using 'Haier's example. What are the known motivations for strategic alliances? Explain with examples.
17. Explain the significance of 'Long term business strategy' for an international firm like 'APPLE,' keeping in mind stiff competition, from Brands like Samsung, LG, etc.

SECTION-C   (2 x 20 = 40 marks)

Answer any **TWO** Questions. Explain in about 4 pages each.
18. What are the compelling arguments in favour of encouraging Joint Ventures, in the path towards globalisation, for a nation like INDIA today? Describe with illustrations.
19. What is the significance of culture in international management? Describe the major findings of Hofstead's research on cultural differences?
20. What is the significance of culture in international management? Describe any findings on cultural differences, keeping in mind the Kraft-Cadbury experience?
21. Write a short profile of any MNC (like Audi, Mercedez Benz) etc., operating in India. Make a SWOT analysis for the same MNC.

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