

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2010

CO 4804 - GLOBAL BUSINESS STRATEGY

Date & Time: 20/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

SECTION-A

Answer all Questions. Each carries 2 marks

10 x 2 = 20 marks

For each term below explain in about 10 lines

1. Economic environment
2. Export mode of market entry
3. Multidomestic Strategies
4. Value Chain Analysis
5. Objectives of ASEAN
6. International Acquisitions
7. Reasons for the use of Joint Ventures
8. Strategic orientation
9. SWOT Analysis
10. FDI

SECTION B

Answer any Five questions (One Page answer)

5 x 8 = 40 marks

11. How should the political risks be analysed and managed?
12. Explain the role and objectives of WTO.
13. Explain the process of International Strategic Management.
14. Explain Michael Porter's Generic Strategy.
15. What are the determinants of foreign entry mode? Explain.
16. Explain advantages and disadvantages of international acquisitions.
17. Who are Expatriates? How can International firms manage expatriates?
18. What are the types of International Organisational Structures?

SECTION C

Answer any TWO questions. (4 pages essay)

Each carries 20 marks

2 x 20 = 40 marks

19. What are the needs for International Joint ventures (IJV)? What are the advantages and disadvantages of IJV s? Recommend your views for successful joint ventures.
20. What are the internal and external factors that determine the foreign entry modes? Write a profile of an MNC in India.
21. What are the different types of strategic alliances? Write the advantages and disadvantages of Collaborative alliances.
