 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FOURTH SEMESTER – **NOVEMBER 2012**

# CO 4804 - GLOBAL BUSINESS STRATEGY

Date : 06/11/2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**SECTION-A**

Answer ALL Questions. Explain each term/ statement in about 10 lines: 10x2=20 marks

1. Competitive Advantage

2. SAARC

3. Definition of Strategy

4. Industry Characteristics

5. Globalization Benefits

6. Employee Benefits

7. Strategic alliances

8. Investment mode of market entry

9. Technology Transfer

10. International HRM Strategies

**SECTION B**

Answer any FIVE questions (One Page answer): 5x8=40 marks

11. What are the problems and disadvantages caused by Acquisitions?

12. Explain the role & objectives of WTO

13. Explain the main elements of strategy formulation? Is it wise for India to venture into liberalization

of the Auto & Telecommunication industries, as in the present form today?

14. Comment on the geographic composition of world trade today.

15. Explain Value Chain Analysis.

16. Explain the advantages and limitations of divisional structure for an MNC.

17. What recommendations would your provide to reverse India’s image / culture as a ‘corrupt nation’ in

the wake of the recent scandals/ scams in the country.

18. What are the strategic predispositions of MNC’s keeping Chakravarthy and Perlmutter’s EPRG

profiles in mind?

**SECTION C**

Answer any TWO questions. (4 pages essay). Each carries 20 marks: 2x20=40 marks

19. How does an MNC scan the environment? Explain the various stages of an international strategic

planning process.

20. What are your arguments for and against Globalization? How has globalization helped Indian

companies? Give suggestions on how to overcome the ill-effects of Globalisation?

21. What is the significance of culture in international management? Describe any findings on cultural

differences, keeping in mind the Kraft-Cadbury experience.

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