



PG – 550

IV Semester M.Com. (International Business)/M.I.B. Degree
Examination, June 2016
(CBCS)

Paper – 4.2 : INTERNATIONAL STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** of the following sub-questions. **Each** sub-question carries **two** marks. **(7×2=14)**
- What is meant by MNC ?
 - What is TOWS matrix ?
 - Distinguish between Joint venture and Strategic alliance.
 - What is Core competence ? Give a real world example.
 - What is meant by Blue Ocean Strategy ?
 - Name any four mergers at international level.
 - How does MNC differs from TNC ?
 - What is Strategic Intent ?
 - What is Focus strategy ? Give an example.
 - Give social responsibility of an MNC in international market.

SECTION – B

Answer **any four** of the following questions. **Each** question carries **five** marks. **(4×5=20)**

- Explain the process of internalisation.
- Explain the reasons for Ashok Leyland to move the court against Nissan.
- Explain the levels of strategies with suitable examples.

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5. "Business ethics are integral to corporate strategy". Explain.
6. Elucidate functional strategies for building competitive advantage and market leadership.
7. Explain four basic international strategies.

SECTION – C

Answer **any three** of the following questions. **Each** question carries **12** marks.

(3×12=36)

8. Discuss the various factors contributed for the growth of MNCs along with the benefits and problems from MNCs.
9. "There are various forms of owning a MNCs, each has benefits and problems". Discuss.
10. "Environmental scanning is the primary step before strategy formulation". Discuss.
11. Critically examine generic business level strategies with suitable real world examples.
12. Discuss the organizational design of American, European and Japanese MNCs.