

School of Business

Integrated Bachelor of Business Administration - Master of Business Administration
Semester End Examination - Aug 2024

Duration : 180 Minutes
Max Marks : 100

Sem IX / III- MBIB6001 - Global Business Strategy

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Define greenfield operations. K1(2)
- 2) Illustrate the significance of entrepreneurship in the context of global business. K2(4)
- 3) Explain the Five Forces framework for analyzing industry competition. K2(6)
- 4) Identify the impact of concentrated vs. diffused ownership in multinational corporations. K3(9)
- 5) Develop the strategic alliance formation using three stage model. K3(9)
- 6) Evaluate the three generic strategies that companies can adopt to gain a competitive advantage K5(10)
- 7) Analyze the unique resources and capabilities of Google and explain how they have contributed to the company's global success in the technology and internet services industry. K4(12)
- 8) Determine the strategic alliances and networks and explain their role in global market entry strategies. K5(15)
- 9) Determine the five entrepreneurial strategies, and how do they influence global business growth? K5(15)
- 10) Discuss, why do prices often erupt in certain industries (such as the automobile industry) more often than other industries (such as Diamond industry) K6(18)