

UNIT - IV

8. Describe the various types of international investment strategies.
9. How are international intra-company accounts managed by multinational companies ?

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**MBA 2 Year 4th Semester (N.S.)  
(Re-appear) Examination-  
December, 2016**

**GLOBAL STRATEGIC MANAGEMENT**

**Paper : MBA-417**

**Time : 3 hours**

**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note :** Attempt five questions in all. Section-A is compulsory. Attempt 4 questions from Section-B, selecting at least one question from each unit.

**SECTION - A**

1. Briefly explain the following :

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(1)

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- (a) Drivers of globalisation
- (b) Role of corporate culture on international strategy
- (c) Criteria for successful alliances.
- (d) Cross border acquisitions
- (e) Ethical concerns in strategic management
- (f) International control strategies
- (g) Blocked funds
- (h) Global capital structure decisions

**SECTION - B**

**UNIT - I**

2. Describe the major components and challenges of international strategic management.

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3. How would you develop a strategic planning model for a multinational firm ?

**UNIT - II**

4. Describe the major motives for global alliances.
5. Illustrate the product strategies for global market.

**UNIT - III**

6. Describe the strategic considerations in expatriate personnel management.
7. Explain the communication and negotiation strategies used in global management.

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