

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – INTERNATIONAL BUSINESS

INTERNATIONAL BUSINESS STRATEGIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Which strategy will be used by an organization that is in more than one line of business?
(i) Business Level Strategy (ii) Contemporary Level Strategy
(iii) Corporate Level Strategy (iv) None of the Above
- 2 Which international strategy involves not aligning with a particular country, but across countries to gain efficiencies?
(i) International strategy (ii) Transnational strategy
(iii) Global Strategy (iv) Multinational strategy
- 3 Which of the following is not mentioned in four generic business-level strategies
(i) broad cost leadership (ii) focused cost leadership
(iii) broad differentiation (iv) unfocused differentiation
- 4 Which of the following is in the process of corporate strategic decision-making?
(i) Problem Diagnosis (ii) The Selection of a Solution
(iii) Problem Awareness (iv) All of the above
- 5 A global - as opposed to international - strategy involves
(i) A wide variety of business strategies across countries
(ii) A single strategy for a subsidiary of a multinational firm
(iii) A single strategy for the entire global network of subsidiaries and partners
(iv) Wide variety of subsidiary strategies within the global network of subsidiaries

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Sketch out the main components of business strategy.
OR
b Discuss how to identify the opportunities and threats in business.
- 7 a Write short notes on Building Blocks of Competitive Advantage.
OR
b Quote the importance roles of value creation Functions.
- 8 a Construct the concept of strategic group decisions.
OR
b State valid reasons for declining industries.

Cont...

- 9 a Construct the importance of global strategic alliances with examples.
OR
b Enlist the system of vertical integration attracting the global environment.
- 10 a Explain the different types of strategic control systems with instances.
OR
b Sketch the need for Global Strategy.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Describe the industry life cycle analysis with examples.
OR
b Enumerate the key role of superior performance and strategic leadership.
- 12 a How will you implement the sustainable competitive advantage? Give examples.
OR
b Explain the mechanism of achieving superior responsiveness to customers.
- 13 a Illustrate in detail the Four Principal Generic Business.
OR
b Enumerate the strategy for deterring the entry of rivals.
- 14 a Construct the idea behind horizontal integration and strategic outsourcing.
OR
b Assess the best from the basic entry decisions in the global environment.
- 15 a Comment on - interdependence of formulation and implementation of cost leadership.
OR
b Discuss the issues in implementing global strategy.

Z-Z-Z

END