

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – INTERNATIONAL BUSINESS

GLOBAL 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. Who is called the Father of Strategic Management?
(i) Chandler (ii) Igor Ansoff (iii) Michael Porter (iv) John Nash
2. What is the starting point of Strategic Intent?
(i) Goal (ii) Objective (iii) Vision (iv) Mission
3. Which of the following is not a major element of the strategic management process?
(i) Formulation strategy (ii) Implementing strategy
(iii) Evaluating strategy (iv) Assigning administrative tasks
4. Competitive advantage can be best described as
(i) Increased efficiency (ii) What sets an organization apart
(iii) A strength and the organization (iv) Intangible resources
5. The primary focus of strategic management is
(i) Strategic analysis (ii) The total organization
(iii) Strategy formulation (iv) None

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a Explain the vision mission statement.
OR
b Sketch the strategic management process.
7. a Analyze the core competence.
OR
b Explain the value creation statements.
8. a Discuss the PEST Analysis.
OR
b Determine by the Industry Analysis and Trends.
9. a Explain the Joint Ventures.
OR
b Evaluate the Building Transnational Corporation.
10. a Discuss to Strategic control process.
OR
b Explain the issues in Global strategy.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a Analysis the Goals and objectives of international business strategy.
OR

b Classify the Role of strategic manager.

12. a Difference between Competitive Advantage and Sustainable Competitive Advantage.
OR

b Interpret the Superior responsiveness to customer.

13. a Criticize the Blue Ocean Strategy.
OR

b Evaluate the Porter Force Model.

14. a Summarize the Corporate level strategies.
OR

b Explain the BCG matrix.

15. a Write a note on Strategic Control Techniques.
OR

b Explain the needs of strategic control.

Z-Z-Z

END