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22MIB424N

PSG COLLEGE OF ARTS & SCIENCE

(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION MAY 2026

(Fourth Semester)

Branch - **INTERNATIONAL BUSINESS**

GLOBAL BUSINESS STRATEGIES

Time: Three Hours | Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	A strategic manager is mainly responsible for ____________ (i) Routine clerical work (ii) Long-term decision-making (iii) Office maintenance (iv) Payroll preparation	K1	CO1
	2	A vision statement describes ______________ (i) Present activities of the company (ii) Future aspirations of the company (iii) Short-term objectives (iv) Organizational rules	K2	CO1
2	3	In Porter's Value Chain, procurement and human resource management are ______________ (i) Primary activities (ii) Support activities (iii)Financial activities (iv) Marketing activities	K1	CO2
	4	Core competence refers to ________________ (i) Basic accounting skills (ii) Unique strength or capability of a firm (iii)Office rules (iv) Government policies	K2	CO2
3	5	The "P" in PEST stands for ______________ (i) Product (ii) Promotion (iii) Political (iv) Performance	K1	CO3
	6	Blue Ocean Strategy focuses on: ________________ (i) Competing in existing markets (ii) Creating uncontested market space (iii) Price wars (iv) Reducing innovation	K2	CO3
4	7	Mergers and acquisitions are mainly used for ________ (i) Downsizing (ii) Business expansion and growth (iii) Reducing competition only (iv) Internal audit	K1	CO4
	8	Internationalization refers to ________________ (i) Selling only in domestic markets (ii) Reducing exports (iii) Closing foreign branches (iv) Expanding business activities across national borders	K2	CO4
5	9	The success of a strategy largely depends on __________ (i) Planning alone (ii) Effective implementation (iii) Advertising only (iv) Employee salary	K1	CO5
	10	Global strategy implementation may fail due to ____________ (i) Clear communication (ii) Strong leadership (iii) Resistance to change (iv) Proper coordination	K2	CO5

Cont…

SECTION - B (35 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Differentiate vision and mission statements with suitable examples.	K2	CO1
		(OR)		
	11.b.	Evaluate the role of a strategic manager in achieving global competitiveness.		
2	12.a.	Explain how SWOT analysis helps a firm in strategic decision-making.	K3	CO2
		(OR)		
	12.b.	Discuss the concept of value creation and its role in business success.		
3	13.a.	Describe the stages of the Industry Life Cycle with suitable examples.	K3	CO3
		(OR)		
	13.b.	Assess the PEST analysis and its components with examples.		
4	14.a.	Assess the BCG Matrix and its role in corporate strategic planning.	K3	CO4
		(OR)		
	14.b.	Summarize the importance of network-level strategies in global business.		
5	15.a.	Discuss the evaluation of strategy and strategic control process.	K3	CO5
		(OR)		
	15.b.	Examine the role of feedback and corrective action in strategic control.		

SECTION -C (30 Marks)

Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	"Strategic management is essential for long-term survival in international markets." Discuss.	K4	CO1
2	17	Summarize the Michael Porter's Value Chain model in detail and discuss how it can be used to identify internal strengths and weaknesses.	K4	CO2
3	18	Discuss Porter's Five Forces Model and explain how it determines industry attractiveness.	K4	CO3
4	19	Examine the strategies involved in building transnational corporations in a competitive global environment.	K4	CO4
5	20	Elaborate the major issues and challenges in global strategy implementation. Suggest measures to overcome them.	K5	CO5

Z-Z-Z END