

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – INTERNATIONAL BUSINESS

INTERNATIONAL BUSINESS STRATEGIES

Time : Three Hours

Maximum : 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. The word strategic is derived from a _____ word strategies.
a) Latin b) Greek c) Chinese d) German
2. A leader takes an active role in the company and acts as the driver to steer the company down the right path for success.
a) Participative b) Strategic c) Delegative d) Transactional
3. An _____ analysis helps the company decision-makers accurately identify areas for growth or revision to form a practical business strategy or business plan.
a) External b) Internal c) SWOT d. Situational
4. Value creation happens when a business or organization uses its work and resources to create something of value that is sold to a _____ base.
a) Distributor b) wholesaler c) customer d) retailer
5. _____ strategy refers to three alternative methods for a firm to position itself competitively within an industry: cost leadership, differentiation and focus.
a) Generic b) Marketing c) Production d) HR
6. _____ strategies are normally expected to help the firm earn above- average profits and create value for the shareholders.
a) Functional b) corporate c) Growth d) Stability
7. A _____ is usually established when a company wishes to edge into a related business or new geographic market, particularly one where the government prohibits imports in order to protect domestic industry.
a) Global agreement b) Global contract
c) Global strategic alliance d) Global partnership
8. A set of operations that are delegated by a company for management to a third-party service provider is called as strategic _____.
a) Outsourcing b) Partnership c) Joint venture d) Collaboration
9. _____ control is the process used by organizations to control the formation and execution of strategic plans.
a) Dynamic b) Strategic c) Business d) Production
10. Combine and integrate different options in your Business Model and adapt somehow to Deliver better value and experience for your customer is called as _____ model.
a)Regional business b) International business
c)Multi business d) Unique business

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

11. a. Analyse about the various main components of strategy.
(OR)
b. state about the industry life cycle.
12. a. Evaluate about the three aspects of internal analysis.
(OR)
b. justify about the purpose of value creation.
13. a. Analyse about the industry rivalry.
(OR)
b. Discuss about the business level strategy.
14. a. Explain about the three basic of corporate strategy.
(OR)
b. Evaluate about the horizontal integration.
15. a. Justify about the strategy implementation process.
(OR)
b. Discuss about the cost leadership strategy.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

16. Evaluate about the industry life cycle analysis.
17. Appraise about the primary role of value creation.
18. Formulate about the four generic business level strategies.
19. Assess about the global strategic alliances.
20. Evaluate about the challenges of strategic implementation.

Z-Z-Z

END