

Exam Date & Time: 29-Sep-2020 (02:00 PM - 05:45 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

MCom(IB) DEGREE EXAMINATION MAY 2020
(Fourth Semester)

Branch - INTERNATIONAL BUSINESS

INTERNATIONAL BUSINESS STRATEGIES [18MIB23]

Duration: 210 mins.

Marks: 75

SECTION A

Answer all the questions.

- 1) Strategy is developed by the visionary chief executive in _____ mode of strategic management.
 - (i) planning mode
 - (ii) adaptive mode
 - (iii) strategic mode
 - (iv) entrepreneurial mode

(1)

- 2) Selling all of a company's assets in parts for their tangible worth is called
 - (i) Divestiture
 - (ii) concentric diversification
 - (iii) Liquidation
 - (iv) Unrelated integration

(1)

- 3) Buying another company by one company means
 - (i) Joint Venture
 - (ii) Acquisition
 - (iii) Amalgamation
 - (iv) Merger

(1)

- 4) Low cost differentiation and focus are examples of
 - (i) Corporate strategies
 - (ii) Operational strategies
 - (iii) Business strategies
 - (iv) Functional strategies

(1)

- 5) _____ environment can create new market and new business segments.
 - (i) Political
 - (ii) Economic
 - (iii) Socio Cultural
 - (iv) Technological

(1)

- 6) How many cells are in a SWOT matrix?
 - (i) 9
 - (ii) 6

(1)

(iii) 3

(iv) 2

- 7) The reasons for diversification is
 (i) to reduce competition
 (ii) to increase organizational capabilities
 (iii) to get tax advantage
 (iv) to get quick entry into a business (1)
- 8) The primary benefit brought from restructuring is
 (i) employee involvement
 (ii) cost reduction
 (iii) increased morale
 (iv) increased number and organizational hierarchy (1)
- 9) A company offers unique products that are widely values by customers, it is likely to follow a
 (i) differentiation strategy
 (ii) combination strategy
 (iii) focus strategy
 (iv) cost leadership strategy (1)
- 10) Divestment is what kind of strategy?
 (i) An asset – reduction strategy
 (ii) A weakness – reduction strategy
 (iii) A product – reduction strategy
 (iv) A cost – reduction strategy (1)

SECTION B

Answer all the questions.

- 11) Explain the role of leadership in strategic management. (7)
- a) (7)
- [OR] Discuss the steps in the strategic management process. (7)
- b) (7)
- 12) Analyze how the internal analysis help in strategy formulation? (7)
- a) (7)
- [OR] Explain the value chain analysis. Discuss in detail. (7)
- b) (7)
- 13) Evaluate the significant of portfolio strategies. (7)
- a) (7)
- [OR] Explain the factors that affect alliances with foreign companies. (7)
- b) (7)
- 14) How do you make strategic alliances successful? (7)

- a)
[OR] Explain the international scenario of mergers and acquisitions. (7)
b)
- 15) Explain the process of strategy implementation. (7)
- a)
[OR] Compare the strategic control and operational control. (7)
b)

SECTION C

Answer 3 out of 5 questions.

- 16) Justify the people responsible for strategy making at different levels in an organisation. (10)
- 17) Analyze Michael Porter's five force analysis for analysing competitive environment of a firm. (10)
- 18) Assess generic and grand strategies that firms adopt. (10)
- 19) Enumerate the corporate diversification activity in India. (10)
- 20) Analyze the use of qualitative standards in strategy evaluation. (10)

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