

MAY 2013

P/ID 77559/PMBN3

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Briefly explain the term 'Internationalization' and its process.
2. What are the special problems of MNCs?
3. How does SWOT analysis help to MNCs?
4. Explain International Strategic Alliances and Foreign subsidiaries.
5. When and why is 'disinvestment strategy' adopted by company executives?
6. What are the major issues involved in strategy implementation?
7. Explain briefly the four perspectives of balanced scorecard.
8. Explain organizational theories applicable to MNCs.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the factors behind the growth of MNCs.
10. Enumerate the various levels of strategies.
11. Point out the problems of different ownership strategy with suitable examples.
12. What are the major elements of the strategic management process? Discuss briefly.
13. Business is the product of environment? - Explain and discuss the nature of relationship between business and environment
14. Why companies go for internationalization? Illustrate your answer.
15. Critically evaluate different types of organizational structure and their relevance in strategy implementation.
16. Give an instance of any Indian company following suicidal strategy in marketing their products. Give reasons as to how their strategies are suicidal.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study :

If you are the CEO of a MNC, having head office at Newyork, USA. You are requested to evolve a strategy to induce the market in the recession hit USA and also to expand the developed markets of India and china. State how you would proceed and list the various strategies you would adopt.
