

MAY 2016

**P/ID 77559/PMBN3/  
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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. How does MNCs strategically adapt to the local conditions they operate?
2. What are the basic dimensions of strategic decisions?
3. Discuss the reasons for Internationalisation of companies.
4. Give a note on International Joint venture.
5. What is Envirommental scanning?
6. What are the factors that determine the competitive intensity in an Industry?
7. Explain the benefits of Merger and acquisitions.
8. What are the types of Growth strategies?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. How does Strategic planning for Core Competence is reformed in MNCs?
10. Illustrate in detail the expansion strategies of MNCs.
11. Critically compare American and Japanese organisational designs of MNCs.
12. Describe the Organisational theories applicable to MNCs.
13. How is SWOT analysis helpful in Strategic Management of MNCs?
14. Discuss the role of culture and adaptation strategies for MNCs.
15. Discuss in detail the major elements of Strategic Management process in MNCs.
16. Discuss briefly the business ethics and social responsibilities of MNCs.

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PART C — (1 × 20 = 20 marks)

(Compulsory)

17. It is not easy to succeed in emerging markets, which often present significant challenges that may discourage the most well-intentioned companies. For instance, the roads in some emerging markets may still be impassable, or local products may be sold at prices well below the cost of production. Other markets have local products with intensely loyal customers. How can multinationals succeed in such markets? Highlight some common practices as illustrations and suggest some strategies.
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