

25/05/2019

Roll No. ....

Total Pages : 2

OMMS/M-19

**13056**

INTERNATIONAL STRATEGIC MGT.

Paper : IB 404

Time : Three Hours]

[Maximum Marks : 70

**Note :** Attempt 8 questions from Part-A (5 marks each) and 3 questions from Part-B (10 marks each).

**PART-A**

1. What complexities are involved in framing international strategy ?
2. Under what conditions divestment strategy makes a sense.
3. Discuss Gap analysis with the help of a hypothetical example.
4. How leadership makes an impact on corporate culture ?
5. What ethics needs to followed in an international strategy ?
6. What operational issues are involved in implementing an international strategy ?
7. Throw light on various dimensions of ANSOFF Matrix.
8. Why should functional plans be integrated to get best from an international strategy ?

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9. Which S is most important in your opinion in McKinsey 7S framework ? Why is it so ?

10. What are the various dimensions of an international strategy ?

**PART-B**

11. How is international strategic management different to domestic strategic management ? Why International strategy is considered risky yet more rewarding one ?

12. Critically evaluate various foreign market entry strategies. Which strategy is recommended when foreign environment is volatile and foreign Government is biased in favour of its own companies ?

13. Name any company which you feel revived after initial adversities. What revival strategies were used by it ? Discuss in detail.

14. Place various products/business of an MNC in various cells of BCG Matrix and recommend future strategies for each accordingly.

15. Critically evaluate various international strategic evaluation techniques.

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