

Roll No.

Total Pages : 02

MMS/M-20

13071

**INTERNATIONAL STRATEGIC
MANAGEMENT
IB-404**

Time : Three Hours]

[Maximum Marks : 70

Note : Q. No. 1 comprising of five parts of 4 marks each is compulsory and attempt *five* questions out of the remaining eight questions carries 10 marks each.

1. Explain/answer the following in upto two page length each :
 - (a) Dimensions of International strategic management.
 - (b) Who work as strategists in international business organizations ?
 - (c) Pre-requisites of international strategic management.
 - (d) Ethics in strategic management.
 - (e) Ansoff model of strategic choice.
2. Describe the following strategies in reference to multinational companies :
 - (a) Turn-around strategies
 - (b) Retrenchment strategies
 - (c) Integration strategies
 - (d) Foreign collaboration.

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3. Describe Michael Porter five force model. Also explain use of GE model and Shell Matrix.
4. How does a Project structure differ from Matrix structure ? Why leadership changes and functional strategic changes are needed in strategy implementation ?
5. Define the term 'organisational culture'. What are various dimensions of culture ? Explain behavioural aspects of strategic implementation.
6. Explain the need of a good organisation structure and resource allocation for strategic implementation.
7. Describe the relationship between strategy formulation and implementation. Explain behavioural aspects of strategic implementation.
8. What do you mean by strategic evaluation ? Describe traditional approach and contemporary approaches to strategic control.
9. Answer the following questions in up to two pages each :
 - (a) What is Premise Control ?
 - (b) What is Benchmarking ?
 - (c) What is use of Internet in strategic management ?
 - (d) Integration of functional plans.