

(Please write your Exam Roll No.)

Exam Roll No. 00315903916

## END TERM EXAMINATION

FOURTH SEMESTER [MBA/B.TECH-MBA(DD)] MAY-JUNE 2018

Paper Code: MS-244  
BMS-544

Subject: Global Competitiveness and  
Strategic Alliances

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 What are the Macroeconomic factors, that leads to Global Competitiveness of any country? Discuss these factors and their importance with suitable examples.
- Q2 Using Asset-Process-Performance Model, describe how a firm can develop competitiveness.
- Q3 Describe the world economic forum's Global Competitiveness Framework. Discuss the framework with emphasis on the pillars of competitiveness.
- Q4 How Quality and productivity can be used for developing competitiveness both by the country and the firm? Explain with relevant examples.
- Q5 What is the role of Technology and Innovation Policy in developing competitiveness of a nation? Discuss in the context of recent Indian Government Interventions.
- Q6 Take any Industry of your choice and discuss the strategic options used by different firms for building competitiveness.
- Q7 What are different types of strategic alliances? Discuss them in brief by highlighting their advantages and disadvantages and giving examples of each type.
- Q8 Write note on the following:-  
(a) Managing Cross Culture Alliances.  
(b) Role of Human Capital in developing competitiveness.  
(c) Porter's Diamond Framework.

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