

END TERM EXAMINATION

FOURTH SEMESTER [MBA] APRIL-MAY 2019

Paper Code: MS244

**Subject: Global Competitiveness &
Strategic Alliance**

(Batch: 2017 onwards)

Time : 3 Hours

Maximum Marks :75

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

- Q1 What are the core instruments of improving global competitiveness? Illustrate your answer by giving a brief explanation of these.
- Q2 Explain various frameworks available for assessing competitiveness? Discuss these frameworks given by world economic forum and Michael Porter.
- Q3 Discuss various strategic options for building competitiveness by taking an example of any Indian industry.
- Q4 Explain the role of technology, innovation policy and human capital in developing competitiveness? Give examples where IT applications have helped in improving competitiveness of Indian businesses
- Q5 Discuss the current status of competitiveness of agricultural sector in India. What steps have been undertaken at the country level and individual company level to make India's agricultural world class competitive.
- Q6 What are the various causes of uncompetitiveness? Explain why so many Indian companies are uncompetitive in airline industry?
- Q7 Explain various challenges of global businesses. Explain how businesses strike for value creation through mergers and acquisitions globally.
- Q8 Write short notes on:
(a) Industrial Clusters and Business Development.
(b) Cross-cultural management of strategic alliances.

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