

Code No: E-2220

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III - Semester Examination, March 2023**  
**Subject: Global Business Strategies**  
**Paper No. MB - 304**

**Time: 3 Hours**

**Max. Marks: 80**

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Globalization of Business
2. Trade regulations at National Level
3. GATT
4. Franchising
5. Global Business Planning

**PART – B**

**Note: Answer all the questions.**

**(5 x 12 = 60 Marks)**

6. (a) Discuss about International trade theories?  
**(OR)**  
(b) Discuss International Product Life Cycle Theory?
7. (a) Write an essay on Cost benefit Analysis?  
**(OR)**  
(b) Critically discuss about impact of global Business on National Economies?
8. (a) What is UNCTAD and discuss about its importance?  
**(OR)**  
(b) Define term WTO and explain its Functions?
9. (a) Discuss about Mergers, Acquisitions and Strategic Alliance?  
**(OR)**  
(b) Explain briefly about Electronic global business models?
10. (a) Write about Human Resources Management in global context?  
**(OR)**  
(b) Discuss about Human Resource Planning, Training and Development in Global companies.

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