

School of Business

Department of Business

Mid Term Examination

Exam Date: 30 Sep 2023

Time : 90 Minutes

Marks : 50

Sem IX - MBIB6001 - Global Business Strategy

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Explain resource based considerations of entrepreneurial model K2 (2)
- 2) Show the importance of global business strategy. K1 (3)
- 3) Illustrate, how does the institution-based view shape the global strategy of organizations? K2 (4)
- 4) Summarise the fundamental questions in strategy that organizations face. K2 (6)
- 5) Select five dimensions of culture and explain. K3 (6)
- 6) Apply the VRIO framework in assessing the competitive potential of resources and capabilities. K3 (9)
- 7) Analyze, a company which is operating in multiple countries, how cultural and institutional factors have influenced its global strategy and organizational capabilities. K4 (8)
- 8) Analyze, as a strategic manager of a global firm, how ethical considerations can impact the allocation of resources and decision-making in an international context? K4 (12)

OR

Examine, how The Coca-Cola Company has implemented the three generic strategies to gain a competitive advantage in various international markets. K4 (12)