

(4)

core business would be able to progress in a typical manner. While he could focus on the next generation of ambitions projects including Google X- Initiatives, Access & Energy, including Google Fiber, Smart Home automation and Bio–Technology innovation Page would continue as the unofficial chief Product officer.

Questions: $2\frac{1}{2} \times 4 = 10$

- (a) What were the opportunities present with Google when they started Search Engine?
- (b) Point out features of Strategy opted by Google for Internationalization
- (c) Evaluate the competitiveness of Google over its competitors.
- (d) Examine the Product management strategy implemented by Google's CEO.

UNIT- IV

8. What do you understand by International HRM? Explain Trans National Model of HRM. 10
9. What do you mean by Analysis of International Competition. How Companies select the course of action in cases where high degree of competition in prevailing exist. 10

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(Printed Pages 4)

Roll No. _____

MS-3120

M.B.A. (I.B.) (Fourth Semester)

Examination, 2015

International Business Strategies

[MBA(IB)-042]

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Attempt five questions in all. Question no. 1 is compulsory. Attempt one question from each Unit.

1. Write short notes on following : $3 \times 10 = 30$
 - (a) Global vision.
 - (b) KPO and BPO
 - (c) Decentralization Federation Model.
 - (d) Advantages of Franchising over green field investment
 - (e) "Outside In" strategy.
 - (f) Porter's Competitive Advantage Theory.
 - (g) Centralized Hub Model of International Business .

(2)

- (h) Experience Curve.
- (i) Critical Success Factors.
- (j) Branding Vs Non Branding Strategy.

UNIT- I

- 2. What do you understand by Global Strategy and its management ? Explain Modelling of Global Strategy. 10
- 3. Construct and Explain a comprehensive model of market entry which simultaneously seeks to answer to where, when and how to enter in a foreign market. 10

UNIT-II

- 4. Describe the concept of "Strategic Choice". List the elements of preparedness for International Operations. 10
- 5. Explain the YIP's theory of Globalization. Critically evaluate the four categories of Drivers suggested by Yip for Globalization . 10

UNIT-III

- 6. What do you understand by GAP Analysis? Explain its relevance in Positioning and Targeting 10
- 7. Read the following case and answer the questions given below:

(3)

Google is an American Multinational Corporation, established in 1998, specializing in Internet related services and products, these includes online advertising technologies, search, cloud computing and Softwares. Most of its revenue is derived from AD-Words, advertising solutions are associated with the search engine. Its mission Statement from out set was " To organise the world's information and make it universally accessible and useful" and its unofficial slogan was "Dont be Evil". Rapid growth of Google has triggered a chain of products, acquisition and partnership beyond google's core search Engine.

It offers online productivity softwares including e-mail (g-mail), a cloud storage service (Google Drive), an office suite, (Google Docs) and social networking service (Google+). Larry Page the CEO of Google, announced a major management restructure in October 2014 so that he would no longer need to be responsible for day to day product related decision making. In a memo page said that Google's