

Strategic Management, Alliances and International Trade **375**

Roll No.

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 8

Total number of printed pages : 4

PART—A

(Answer **ANY TWO** questions from this part.)

1. Distinguish between **any four** of the following :

- (i) 'International strategy' and 'transnational strategy'.
- (ii) 'Strategic planning' and 'tactical planning'.
- (iii) 'Internal auditing' and 'statutory auditing'.
- (iv) 'Corporate level strategy' and 'business level strategy'.
- (v) 'Offensive strategies' and 'defensive strategies'.

(5 marks each)

2. (a) "Knowledge is currently considered as the most important strategic resource." As a Company Secretary, suggest a systematic approach to your company for implementing knowledge management programme.

(10 marks)

(b) What do you understand by 'risk' and 'return' trade off ? Discuss various techniques involved in measurement of risk and return.

(10 marks)

3. Write notes on **any four** of the following :

- (i) Balanced score card (BSC)
- (ii) Functional level strategies
- (iii) BCG matrix
- (iv) Business process re-engineering (BPR)
- (v) Risks in global business.

(5 marks each)

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PART—B

(Answer ANY ONE question from this part.)

4. (a) Write a detailed note on the restrictive practices being used in the foreign collaborations and technology transfer agreements. *(8 marks)*
- (b) Strategic alliances are important for success of a business. Discuss characteristics and need for strategic alliances. *(8 marks)*
- (c) Explain how alliance strategy can be integrated into the overall corporate strategy. *(4 marks)*
5. (a) Write notes on *any two* of the following : *(5 marks each)*
- (i) Foreign direct investment
 - (ii) Foreign technology agreements
 - (iii) Modes of joint venture.
- (b) Discuss the methods of funding investments in overseas joint ventures (JV) and wholly owned subsidiaries (WOS). *(10 marks)*

PART—C

(Answer ANY TWO questions from this part.)

6. (a) Write a note on WTO as an extension of GATT. *(4 marks)*
- (b) Examine fundamental principles of multilateral trading system. *(4 marks)*

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- (c) Discuss basic principles of GATS. (4 marks)
- (d) Discuss objectives and conventions of World Intellectual Property Organisation (WIPO). (4 marks)
- (e) Discuss objectives and fundamental principles of Association of South East Asian Nations (ASEAN). (4 marks)

7. (a) Match the following :

- | | |
|------------------------------------|---------------|
| (i) First ministerial conference | (l) Doha |
| (ii) Second ministerial conference | (m) Seattle |
| (iii) Third ministerial conference | (n) Singapore |
| (iv) Fourth ministerial conference | (o) Geneva |
| (v) Fifth ministerial conference | (p) Cancun |

(1 mark each)

- (b) Re-write the following sentences after filling-in the blank spaces with appropriate word(s)/figure(s) :
- (i) UNCTAD stands for _____.
- (ii) Theory of comparative advantage was given by _____.
- (iii) When value of merchandised export equals the value of merchandised import, it is known as _____.
- (iv) _____ argument deals with the ratio (*i.e.*, the prices) at which countries exchange export for import.
- (v) The first reasonably systematic body of thought devoted to international trade is called _____ and it emerged in seventeenth and eighteenth century in Europe.

(1 mark each)

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- (c) State, with reasons in brief, whether the following statements are true or false :
- (i) World Trade Organisation (WTO) is the only international body dealing with the rules of trade between the nations.
 - (ii) National treatment principle says that goods produced in a nation should be treated equally throughout the country.
 - (iii) The dispute settlement understanding is often seen as one of the most important achievements in the WTO agreement.
 - (iv) Regional trade agreements are entered into only between neighbouring countries.
 - (v) The ministerial conference — the highest decision making body of WTO has to meet at least once in a year.

(1 mark each)

- (d) Briefly explain the procedure for anti-dumping investigations.

(5 marks)

8. (a) Write a note on the four main institutions of European Union.

(5 marks)

- (b) Write a note on the duration and review of countervailing duties.

(5 marks)

- (c) Discuss transitional rules and special and differential treatment under agreement on subsidies and countervailing measures.

(5 marks)

- (d) Discuss the task of the appellate body under dispute settlement procedure.

(5 marks)

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