

# 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)

## 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)

- (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)*