

Roll No.....

Time allowed : 3 hours

Maximum marks : 100

Total number of questions : 8

Total number of printed pages : 3

PART — A

(Answer ANY TWO questions from this part.)

1. (a) State, with reasons in brief, whether the following statements are true or false :
 - (i) All strategies emerge from corporate vision.
 - (ii) Resistance to change is an impediment in building of strategically supportive corporate culture.
 - (iii) Benchmarking and business process re-engineering are one and the same.
 - (iv) Return on investment (ROI) is one of the measures to judge corporate performance.
 - (v) Internal control consists of accounting, financial and administrative controls.

(2 marks each)
- (b) Briefly explain the following :
 - (i) Product life cycle stages
 - (ii) Corporate Governance
 - (iii) Knowledge management
 - (iv) Environmental scanning
 - (v) Organisation culture.

(2 marks each)
2. (a) What are ICQs ? How do they assist auditors in reviewing the existing control measures ? What are their advantages and disadvantages ?

(8 marks)
- (b) What is meant by enterprise resource planning (ERP) system ? What are the characteristics this system must possess in an organisation ?

(6 marks)
- (c) What are the strategies adopted for risk mitigation in an enterprise ?

(6 marks)

3. Distinguish between the following :

- (a) 'Management information system (MIS)' and 'decision support system (DSS)'.
- (b) 'Market penetration' and 'market development'.
- (c) 'Divestment strategies' and 'liquidation strategies'.
- (d) 'Primary activities' and 'support activities' in value chain of a business house.

(5 marks each)

PART — B

(Answer ANY ONE question from this part.)

4. (a) "In many cases, selecting an alliance partner is not an easy task." Comment on this statement in the context of role of 3C's in the selection of alliance partners. Also highlight the advantages of strategic alliances.

(10 marks)

(b) Discuss the important clauses which should be incorporated in a foreign collaboration agreement.

(10 marks)

5. Write notes on the following :

- (a) Conversion of ECB/lumpsum fee/royalty into equity
- (b) Cross-cultural alliance
- (c) Foreign direct investment reporting
- (d) Arbitration clause.

(5 marks each)

PART — C

(Answer ANY TWO questions from this part.)

6. (a) How are intellectual property rights in respect of the following protected by TRIPS :

- (i) Copyrights
- (ii) Trade marks
- (iii) Patents
- (iv) Geographical indications.

(2 marks each)

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(b) Elucidate the four modes of supply under general agreement on trade in services (GATS).

(8 marks)

(c) What are plurilateral agreements ? Name the plurilateral agreements remaining in force after the Uruguay Round.

(4 marks)

7. (a) Narrate the objectives and fundamental principles of ASEAN.

(10 marks)

(b) Explain the role of following two institutions of European Union :

(i) Council of Ministers

(ii) The European Parliament.

(6 marks)

(c) Explain the objectives of North American Free Trade Agreement (NAFTA).

(4 marks)

8. Write notes on the following :

(a) Anti-dumping measures required to protect domestic industries

(b) Prohibited subsidies

(c) Institutionalisation of international trade

(d) Specificity of the subsidies and countervailing measures (SCM) agreement.

(5 marks each)

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