**(FOR THE CANDIDATES ADMITTED** **SUB CODE :**

**DURING THE ACADEMIC YEAR 2024-2025 ONLY)** **REG.NO. :**

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**

**END-OF-SEMESTER EXAMINATIONS : MAY 2026**

**MIB** **MAXIMUM MARKS: 75**

**SEMESTER: IV** **TIME : 3 HOURS**

**PART - III**

**24PIB4E7– GLOBAL BUSINESS STRATEGIES**

**SECTION – A (10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS. (K1)**

1. PESTLE analysis is mainly used to analyze:
   - a) Internal environment  b) Micro environment
   - c) Macro (general) environment  d) Competitive forces
2. A mission statement primarily defines the firm's:
   - a) Long-term profits  b) Present purpose and business scope
   - c) Competitive strategy  d) Financial objectives
3. Experience curve concept states that:
   - a) Costs increase with experience  b) Costs remain constant over time
   - c) Unit cost declines as cumulative output increases d) Profit declines with growth
4. Which of the following is NOT part of the 7S model?
   - a) Strategy  b) Structure
   - c) Systems  d) Shareholders
5. Strategic planning is mainly concerned with:
   - a) Day-to-day activities  b) Long-term direction
   - c) Routine decisions  d) Functional operations

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES (K2)**

6. What is the purpose of environment analysis?
7. Define generic strategies?
8. State the two dimensions used in BCG matrix?
9. State any two approaches to strategy implementation.
10. State any two approaches to strategy implementation.

**SECTION – B (5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Discuss the advantages of scenario planning in strategic management.

**(OR)**

b) Explain industry analysis and its importance in strategy formulation.

12. a) Explain the hierarchy levels of planning in an organization.

**(OR)**

b) Discuss stability and retrenchment strategies.

13. a) Describe the four quadrants of the BCG matrix.

**(OR)**

b) Explain how business strength is assessed in GE matrix.

14. a) Explain the McKinsey 7S model.

**(OR)**

b) Why is Balanced Scorecard considered a strategic control tool?

15. a) Define Critical Success Factors and explain their role in strategy formulation.

**(OR)**

b) Explain SWOT analysis and its role in strategic decision-making.

**SECTION – C (5 X 8 = 40 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.(K4 OR K5)**

16. a) Explain environmental scanning in detail and discuss its role in strategic management.

**(OR)**

b) "Effective strategy formulation depends on accurate environmental analysis. Discuss.

17. a) Elucidate the importance of mission and vision in corporate strategic planning process.

**(OR)**

b) Discuss how firms achieve competitive advantage through Porter's generic strategies.

18. a) Explain A.D. Little's life-cycle approach to strategic planning. Discuss its advantages and limitations.

**(OR)**

b) "Portfolio analysis tools help organizations allocate resources effectively. "Discuss this statement with reference to BCG, GE and A.D. Little's approaches.

19. a) Discuss the various quantitative and qualitative tools used for strategic control.

**(OR)**

b) Enumerate the future of strategic management in the context of globalization, digital transformation and sustainability.

20. a) Explain the Du Pont control model.

**(OR)**

b) Illustrate the growth strategy adopted by Reliance Industries.

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