END TERM EXAMINATION

FOURTH SEMESTER [MBA] MAY-JUNE-2013

Paper Code: MS244
Subject: Global Competitiveness & Strategic Alliance

Time: 3 Hours
Maximum Marks: 60

Note: Attempt any five questions. All questions carry equal marks.

Q1 What are the Macroeconomic variables of global competitiveness? Are they called as 12 Pillars of competitiveness? Justify your answer by giving a brief explanation of these pillars.

Q2 What are the various frameworks available for Assessing Competitiveness? Discuss these frameworks given by World Economic Forum and Michael Porter.

Q3 What policy framework has been laid down by Govt. of India in making the country and its business enterprises competitive? Discuss few policy measures of GOI to develop competitiveness.

Q4 Discuss the current status of competitiveness of textile sector of India. What steps have undertaken at the country level and individual company level to make India's textile sector competitive post MFA Regime?

Q5 What strategic options are available for building competitiveness? How industrial clusters development leads to building competitiveness. Discuss with suitable examples.

Q6 What are Strategies Alliances? What are different types of such Alliances? What role these types of Alliances play in improving competitiveness of Indian firms? Give examples.

Q7 How Information Technology can play an important role in developing competitiveness? Give examples where IT applications has helped in improving competitiveness of Indian Businesses.

Q8 Write notes on the following:
(a) Role of technology and innovation in building competitiveness.
(b) Generic Strategies of Nation's Competitiveness given by Porter.