

# END TERM EXAMINATION

FOURTH SEMESTER [MBA] MAY-2011

Paper Code. MS232/MS P218

Subject: Global Competitiveness & Strategic Alliances

Time : 3 Hours

Maximum Marks : 60

Note: Attempt five questions including Q.no.1 which is compulsory. All questions carry equal marks.

- Q1 (a) Write a note on the Business Process Reengineering adopted in Indian Industry thereby resulting in their competitiveness.
- (b) What steps can be recommended to sustain the Competitiveness of Industry in situations of Recession?
- (c) Explain any one of the following:-
- (i) Partnering Concept in Building Competitiveness.
  - (ii) Role of Patents in building Competitiveness.
- Q2 What do you understand by Global Competitiveness? What is Global Competitiveness- Index? What Macrofactors are included in Macroeconomic environment of GCI? Who has given the GCI?
- Q3 How Business Competitiveness Index is different from GCI? What are the approaches used to measure BCI? What is the relevance of BCI and GCI for any country? Compare and contrast India v/s China.
- Q4 What are Strategic Alliances? Discuss the advantages, reasons and value creation of Strategic Alliances? Illustrate your answer with any recent Strategic Alliance having taken place in India.
- Q5 What are the factors used to measure country's competitiveness? What factors are used to measure company's Competitiveness? Discuss the relevance of Porter's Five Forces Model in this context. Critically analyse Porter's Model in building Nation's Competitive Advantage.
- Q6 What steps have been taken by Government of India in improving quality, productivity and overall competitiveness of Indian Industry? Discuss various policy changes brought and announced by GOI from time to time to make Indian Industry Competitiveness globally.
- Q7 Discuss the role of technology and innovation in building competitiveness of any industry. What is the role of Technology Transfer in this regard? Discuss in brief the process of Technology Transfer as a part of policy of GOI.
- Q8 Critically evaluate the strategies/approaches used by Indian Pharmaceutical companies to make their companies competitive globally. You can take any company of your choice as a case study to illustrate your answer.

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