

IMBA in BI/IB/APR Sem.-9 Examination

IB

GBE

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

- Instructions :
- (1) This paper contains FIVE questions.
 - (2) All questions are compulsory.
 - (3) Question No.2, 3, 4 have internal options.
 - (4) Figures in the right side in parenthesis indicate marks.

Q.1 Discuss how trade wars, deglobalization, and rising protectionism are forcing MNCs to redesign their supply chains. (14)

Q.2 Discuss the drivers of globalization such as technology, MNCs, FDI, and trade liberalization. (14)

Explain how these drivers have transformed India into an attractive global investment destination.

OR

Q.2 Explain various Global Market Entry Strategies (strategic alliances, outsourcing, countertrade, partnering, tie-ups). (14)

Q.3 What is the Mayer & Rowan Institutional Theory? Discuss how institutional pressures like norms, government policies, culture, and regulations shape the global expansion strategies of multinational companies. (14)

OR

Q.3 Explain Ansoff's Growth Matrix from a global expansion perspective. (14)

Q.4 Discuss how cybersecurity challenges, data protection laws, and digital sovereignty issues influence global operations. Explain with reference to multinational companies handling large-scale consumer data. (14)

OR

Q.4 Compare GDPR and India's DPDP Act. Explain their implications on global businesses handling consumer data. (14)

Q.5 CASE STUDY: Cross-Border Digital Payments & CBDCs (14)

A fintech start-up wants to provide cross-border remittance solutions between India, UAE, and Singapore. They want to understand the role of CBDCs recently launched by central banks.

Answer the following:

- A. Explain how CBDCs can support faster and low-cost international payments.
- B. Identify two risks related to digital sovereignty and data protection.
- C. Discuss how blockchain could enhance transparency in this cross-border payment system.

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