

2/21

1705N512

Candidate's Seat No : _____

MITF Sem.-2 Examination

MITF - 111T

Global Strategic Mgmt.

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

Instructions:

- **Figures to the right indicate Full Marks.**
- **Do not write anything on the question paper.**
- **Simple calculator is allowed. Do not use a scientific calculator.**

Q.1	Discuss the Components of Business Environment in detail.	14
	<u>OR</u>	
Q.1	What are the Some Specific Market Defender Strategies for the International Businesses? Write in detail.	14
Q.2	Explain the Market Follower Strategy in detail.	14
	<u>OR</u>	
Q.2	What are some Niche Specializations Products Strategy in the Market? Elaborate in detail.	14
Q.3	How Marketer can Find a Proper Market For their Niche Products? Write a Niche Market Strategy with the respective Examples in detail.	14
	<u>OR</u>	
Q.3	Discuss the Market Leader Strategy in detail.	14
Q.4	Write a detailed Note on the PESTEL Analysis with reference of International Brands Examples, write in detail.	14
	<u>OR</u>	
Q.4	Elaborate a Specific Market Attack Strategies for the International Brands? Write in detail.	14

(P.T.O)

Q.5	<p data-bbox="347 203 1086 241">Write the Following: (Write any 7 out of 10)</p> <p data-bbox="347 293 831 331">Each One Contains 2 Marks:</p> <table border="1" data-bbox="384 376 1305 1086"><tr><td data-bbox="384 376 1305 427">1) What is Strategy? Write in detail.</td></tr><tr><td data-bbox="384 427 1305 562">2) Write any 3 Examples of Multi National Corporations for the Market Follower Strategy, Write in detail.</td></tr><tr><td data-bbox="384 562 1305 613">3) Write Internal Growth Strategy in detail.</td></tr><tr><td data-bbox="384 613 1305 703">4) Write any 2 Examples of International Brands For Market Leader Strategy.</td></tr><tr><td data-bbox="384 703 1305 754">5) Write a detailed note on stability strategy in detail.</td></tr><tr><td data-bbox="384 754 1305 806">6) Write External Growth Strategy in detail.</td></tr><tr><td data-bbox="384 806 1305 896">7) Write a detailed Note on the Vertical Diversifications in detail.</td></tr><tr><td data-bbox="384 896 1305 985">8) Write a detailed Diversifications of Horizontal Diversifications in detail.</td></tr><tr><td data-bbox="384 985 1305 1037">9) Explain the Forward Diversifications in detail.</td></tr><tr><td data-bbox="384 1037 1305 1086">10) Discuss the Merger in detail.</td></tr></table>	1) What is Strategy? Write in detail.	2) Write any 3 Examples of Multi National Corporations for the Market Follower Strategy, Write in detail.	3) Write Internal Growth Strategy in detail.	4) Write any 2 Examples of International Brands For Market Leader Strategy.	5) Write a detailed note on stability strategy in detail.	6) Write External Growth Strategy in detail.	7) Write a detailed Note on the Vertical Diversifications in detail.	8) Write a detailed Diversifications of Horizontal Diversifications in detail.	9) Explain the Forward Diversifications in detail.	10) Discuss the Merger in detail.	14
1) What is Strategy? Write in detail.												
2) Write any 3 Examples of Multi National Corporations for the Market Follower Strategy, Write in detail.												
3) Write Internal Growth Strategy in detail.												
4) Write any 2 Examples of International Brands For Market Leader Strategy.												
5) Write a detailed note on stability strategy in detail.												
6) Write External Growth Strategy in detail.												
7) Write a detailed Note on the Vertical Diversifications in detail.												
8) Write a detailed Diversifications of Horizontal Diversifications in detail.												
9) Explain the Forward Diversifications in detail.												
10) Discuss the Merger in detail.												