



Name :

Roll No. :

Invigilator's Signature :

**CS/MMA/SEM-3/MMA-ESB-306/2010-11
2010-11**

STRATEGIES FOR MSME INTERNATIONALIZATION

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) Imposing tariff raises the price of the
 - a) Exported goods
 - b) Sales within the country
 - c) Imported goods
 - d) None of these.
- ii) GATT stands for
 - a) General Agreement on Tariffs & Trade
 - b) General Agreement on Tourism Trade
 - c) General Agreement on Trade & Tariffs
 - d) None of thses.



- iii) Porters five forces model of competition include
 - a) Competitive pressure coming from the threat of entry of new rivals.
 - b) Competitive pressure steaming from supplier bargaining power.
 - c) Competitive pressure steaming from buyer bargaining power.
 - d) All of these.
- iv) The broad objectives of import substitution in India were
 - a) To save scarce foreign exchange for the import of more important goods
 - b) To achieve self-reliance in the production of as many goods as possible.
 - c) Both (A) & (B)
 - d) None of these.
- v) UNCTAD stands for
 - a) United Nations Conference on Trade & Distribution.
 - b) United Nations Conference on Transport & Development.
 - c) United Nations Conference on Trade & Development.
 - d) None of these.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What are the different elements of culture ?
3. Discuss the role of International marketing.
4. Discuss the meaning of Export promotion & Import substitution.
5. Explain global pricing strategies.
6. In 'Threat for substitutes', is alternate product and substitute product the same ? Explain with example.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Discuss the different challenges and opportunities faced by Entrepreneurs when they want to enter the International market. 15
8. Mention the different types of strategies for entry into the global market. Discuss the similarities between Tariff & Quota. 10 + 5
9. What is EXIM policy ? Discuss the impact of the EXIM policy on the MSME sector in India. 5 + 10
10. What do you understand by Porter's competitive forces ? Are they the same for local and global markets ? 5 + 10
11. Explain what an entrepreneur needs to analyze in terms of macro- and micro-environment ? What are the drivers of globalization ? 10 + 5
12. Write a note on rational approach and outside-in approach to strategy with an illustration. Is value chain same for local and global markets ? 10 + 5