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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 :

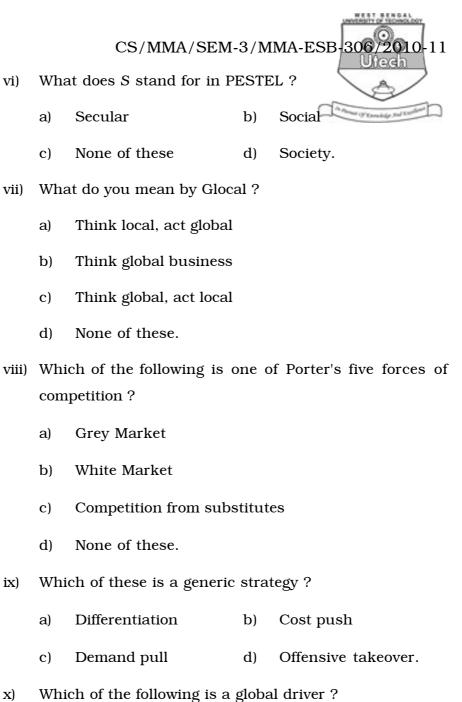
 $10 \times 1 = 10$ 

- 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 Agrement on Trade & Tariffs
  - d) None of thses.

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iii)

- CS/MMA/SEM-3/MMA-ESB-306/2010-11 Porters five forces model of competition include
  - Competitive pressure coming from the threat of a) entry of new rivals.
  - b) Competitive pressure steaming from supplier bargaining power.
  - c) Competitive pressure steaming from buyer bargaining power.
  - All of these. d)
  - The broad objectives of import substitution in India iv) were
    - To save scarce foreign exchange for the import of a) more important goods
    - To achieve self-reliance in the production of as b) many goods as possible.
    - c) Both (A) & (B)
    - None of these. d)
  - UNCTAD stands for v)
    - United Nations Conference on a) Trade Distribution.
    - b) United Nations Conference on Transport & Development.
    - United Nations Conference on c) Trade & Development.
    - None of these. d)



vi)

a)

c)

a)

b)

c)

d)

a)

b)

c)

a)

c)

a)

c)

Economy

Technology

ix)

X)

b)

d)

Cost

Money.

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#### **GROUP - B**

#### (Short Answer Type Questions)

Answer any three of the following.



- 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.
- 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

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