

**MASTER IN BUSINESS  
ADMINISTRATION (MBA)**

**Term-End Examination**

**December, 2024**

**MMPC-017 : INTERNATIONAL BUSINESS**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

**Note :** Attempt any **five** questions. All questions  
carry equal marks.

1. Explain the concept of corporate planning and describe its characteristics.
2. Describe the steps involved in Merger and Acquisition deals.
3. List and explain different types of strategic alliances.
4. What is the need for continuous evaluation of internationalization as a process in any economy ? Discuss.

**B-1380/MMPC-017**

**P. T. O.**

**[2]**

5. Write short notes on the following :
  - (a) Competitive Strategy and Competitiveness
  - (b) Competitive advantage and R & D
6. What are the different techniques which can be adopted to enhance the creativity and promote innovation in organizations ? Discuss.
7. Write a brief note on the Knowledge Management (KM) initiatives taken up by Indian Organizations.

x x x x x x x

**B-1380/MMPC-017**