

Enrollment No./Seat No.:

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER - I EXAMINATION - WINTER 2025**

**Subject Code: N2519305**

**Date: 20-01-2026**

**Subject Name: Global Business Strategies**

**Time: 10:30 AM TO 01:30 PM**

**Total Marks: 70**

**Instructions**

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	<b>Marks</b>
<b>Q.1</b>	<b>14</b>
<ul style="list-style-type: none"><li>(a) Define International business</li><li>(b) Define Globalization</li><li>(c) Define Global Talent Management</li><li>(d) Explain Cross-Cultural Training</li><li>(e) Explain the concept of Global Supply Chain</li><li>(f) What is customs management with respect to international trade ?</li><li>(g) Define NAFTA</li></ul>	
<b>Q.2</b>	<b>07</b>
<ul style="list-style-type: none"><li>(a) Why is it important for companies to understand the stakeholders of international business before entering a new market?</li><li>(b) How does the theory of comparative advantage explain trade between countries with different levels of efficiency? Provide a simple example.</li></ul>	
<b>OR</b>	
<ul style="list-style-type: none"><li>(b) Compare and contrast the Factor Proportion Theory and the Product Life Cycle Theory in the context of international trade.</li></ul>	
<b>Q.3</b>	<b>07</b>
<ul style="list-style-type: none"><li>(a) Apply the concept of the International Monetary Fund (IMF) by explaining how it helps countries during a financial crisis.</li><li>(b) Apply your understanding of economic integration to identify two real-life examples of trade blocks and how they work.</li></ul>	
<b>OR</b>	
<ul style="list-style-type: none"><li>(a) Apply your knowledge to explain how a country's political system can influence a multinational company's decision to invest there.</li><li>(b) Apply the concept of legal systems by explaining how strong intellectual property (IP) laws can attract foreign investment.</li></ul>	
<b>Q.4</b>	<b>07</b>
<ul style="list-style-type: none"><li>(a) Analyze the difference in roles between the IMF and the World Bank in the global financial system.</li></ul>	

- (b) Evaluate the pros and cons of government intervention in international trade. Should it be encouraged? 07

OR

- (a) Analyze how globalization can have both positive and negative effects on local businesses in a developing country. 07
- (b) Evaluate how effective economic integration is in promoting regional growth and cooperation. 07

**Q.5**

Case Study: Expanding Globally – The Case of StellarTech India Pvt. Ltd.

StellarTech India Pvt. Ltd., a mid-sized technology solutions provider based in Bengaluru, had been serving domestic clients in IT infrastructure and digital transformation for over a decade. Riding on strong growth and a stable domestic client base, the leadership team decided it was time to go global. Their first focus was on expanding operations in Southeast Asia and the European Union, targeting both developed and emerging markets.

As part of their global operations strategy, StellarTech faced challenges in international manufacturing. They had to decide whether to set up a facility in Vietnam or outsource to a local manufacturer. Vietnam was cost-effective but required setting up supply chains and training a new workforce.

For international marketing and services, the team realized that what worked in India wouldn't work globally. In Germany, business clients expected precision and performance metrics, while in Indonesia, relationship-building was critical. Adapting their marketing strategy required hiring local talent and engaging local agencies to manage cultural nuances.

The international accounting and finance team had to adjust to new financial regulations, currency conversion risks, and unfamiliar tax laws. While India had relatively straightforward GST rules, StellarTech struggled with VAT systems in Europe and fluctuating forex rates affecting their profitability.

Managing international human resources was another hurdle. Hiring in a foreign country meant navigating labor laws, cultural expectations, and employee benefit structures. In the Netherlands, employees expected flat hierarchies and high autonomy, which differed from StellarTech's traditional Indian structure.

They also had to establish an effective logistics and supply chain system to serve clients in multiple regions. Managing suppliers across continents, maintaining inventory levels, and ensuring timely delivery became a complex task, particularly during the COVID-19 pandemic, which disrupted global shipping routes.

In parallel, the company explored topics for internal research and presentations. The team assessed the dynamics of doing business in developed markets like Germany, versus emerging markets like Vietnam, and identified that infrastructure readiness and regulatory transparency differed significantly.

They studied regional trade agreements like ASEAN and the EU, finding how these frameworks eased cross-border business. The leadership also explored how entrepreneurial thinking helped navigate uncertainties in new markets and began planning career paths for employees in international roles.

- (a) What were the key challenges faced by StellarTech in managing international human resources? How could they address these challenges? 07
- (b) Compare the advantages and disadvantages of doing business in a developed country like Germany versus an emerging market like Vietnam. 07

**OR**

- (a)** How can StellarTech improve its international supply chain and logistics to ensure timely service delivery across markets? **07**
- (b)** How do regional trade agreements such as ASEAN and EU impact the global expansion of companies like StellarTech? **07**

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