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MMPC–017

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

December, 2023

**MMPC–017 : ADVANCED STRATEGIC
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

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

1. What are the factors which promote the rise of strategic alliances ? Explain.
2. Describe the Eclectic model with respect to internationalization.
3. Why do MNCs invest in different countries ? Explain.
4. What are the different kinds of entry strategies ? Explain any **two** citing examples.

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5. What are the different methods used by the government to protect their business environment ?
6. Explain the different components of IT architecture. Describe the factors involved in influencing the choice of a particular IT infrastructure.
7. Describe the trends and challenges of knowledge management in an organization.
8. What is innovation ? Explain innovation with respect to the success of an organization.