



PG – 886

IV Semester M.B.A. Degree Examination, July 2017

(CBCS)

MANAGEMENT

4.7.2 : Internationalization of SMEs

Time : 3 Hours

Max. Marks : 70

Instruction: Answer all Sections.

SECTION – A

Answer **any five** of the following questions. **Each** question carries **5** marks. **(5×5=25)**

1. Distinguish between Regiocentric and Geocentric strategies of internationalisation.
2. Describe the supportive role of Government agencies in facing competition at international market.
3. Compare and contrast Born-Global and Born-Again Approaches.
4. How a SME can gather information about a prospective international market ?
5. Discuss different mode of internationalisation that suit a technology based start-up company.
6. Briefly explain the concept and utility of Product-Market Expansion Grid.
7. What are the benefits of being a subsidiary of a global company in the light of a friendly takeover offer ?

SECTION – B

Answer **any three** of the following questions. **Each** question carries **10** marks. **(3×10=30)**

8. Describe the opportunities and challenges faced by SMEs in the process of their internationalisation.
9. Discuss the importance of Network Holistic Approaches in internationalisation of SMEs.
10. "An export-oriented SME should always utilise a series of offensive strategies to tackle the competition from international players". Do you agree ? Justify your answer.
11. Explain the various forms and modes that can be used in entering an international market with mixed economy characteristics.

P.T.O.



SECTION - C

12. Compulsory question :

(1×15=15)

Case Study :

Mr. Ramesh is an M.B.A. graduate, who desires to become an Entrepreneur. He is interested in entering into food industry and prefers to open a chain of Dharshini Restaurants in Bangalore city. As a pilot case, he would like to start a unit at Bangalore North with a total investment of ₹ 2 crores. He is having a number of questions to be classified with you as a consultant. Following are the issues that needs classifications, please advice him in the same areas.

- 1) Market survey about the feasibility of establishing the restaurant.
- 2) Financial estimates to start the restaurant.
- 3) Type of items and modes of services of the food items.
- 4) Pricing of the food items which have to be kept on a daily menu.