MB-124-D

Sl.No. :

Total No. of Pages : 3

Fourth Semester M.B.A. Degree Examination, May - 2025
(SLM Scheme) (Non CBCS)
MANAGEMENT
Elective - D : OPERATIONS
Global Operations Management

Time : 3 Hours **Max. Marks : 80**

Instruction : Answer all the Sections.

SECTION - A

Q1) **Answer any five sub-questions. Each question carries three marks :** **[5 × 3 = 15]**

a) Define global operations.

b) What is IHRM?

c) What is global operations strategy?

d) Write a short note on Reverse engineering.

e) What is international pricing?

f) What is global procurement?

g) What is E-Commerce?

SECTION - B

Answer any four questions. Each question carries five marks : [4 × 5 = 20]

Q2) Discuss the advantages and limitations of global operations.

Q3) Distinguish between global mergers & acquisitions.

Q4) Explain the significance of IHRM.

Q5) Explain international product cycle with a neat diagram.

Q6) Discuss how E-Commerce helps an organization in its operations.

Q7) Briefly discuss the government support for international operations.

SECTION - C

Answer any three questions. Each question carries ten marks : [3 × 10 = 30]

Q8) Discuss the Ethical issues in global operations.

Q9) What is Global financial market? Briefly discuss recent developments in global financial markets.

Q10) What is meant by international organization? Explain the role of international organization in international trade.

Q11) Briefly discuss exporting procedure.

Q12) Discuss how export promotion helps the domestic firms to explore foreign market.

SECTION - D

Q13) **Case (Compulsory) :** **[1 × 15 = 15]**

Coca-Cola is one of the largest beverage companies in the world, operating in over 200 countries and serving over 19 billion servings daily. The company has a long history of global expansion and has faced a range of challenges in its operations worldwide.

Coca-cola has adapted its operations and product offerings to address global trends and changes in consumer behavior. The company has expanded its portfolio to include health beverage options and has invested in innovative marketing and distribution channels to reach new audience. Additionally coca-cola has implemented programs to reduce its environment impact and to promote sustainability in its operations.

Overall coca-colas global operations are characterized by a focus on quality, effeciency, and sustainability. The company has developed a complex and sophesticated system to manage its supply chain, distribution and manufacturing process, and has adopted a flexible approach to address cultural & political challenges in its markets world.

Questions :

a) How is the operations of coca-cola?

b) How has coca-cola adapted its global operations to address cultural & political challenges in the markets it servers.

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