MBSC-4.3D

Sl.No. :

Total No. of Pages : 2

Fourth Semester M.B.A. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
(Elective - D) : Operations
Global Operations Management

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

SECTION - A

Answer any five questions. Each question carries five marks. **[5 × 5 = 25]**

Q1) Define Global Operation Management.

Q2) What do you mean by Global Mergers and Acquisitions?

Q3) What is International Promotion?

Q4) Define International Supply Chain Management.

Q5) What do you mean by International Flow of Information?

Q6) What is International Branding?

Q7) What do you mean by international Financial management?

SECTION - B

Answer any four questions. Each question carries ten marks. **[4 × 10 = 40]**

Q8) Explain the location and production decisions.

Q9) Discuss Ethical issues in global operations

Q10) Explain international product design and development.

Q11) Discuss role of international organizations in international trade

Q12) Explain international flow of informations.

Q13) Discuss the concept of E-commerce.

SECTION - C

Q14) **Case (Compulsory)** **[1 × 15 = 15]**

A company has to decide on the location of a new plant. It has narrowed down the choice to 3 locations A, B and C; data in respect of which is furnished below :

Data	Locations		
	A(Rs.)	B(Rs.)	C(Rs.)
Wages and Salaries	20,000	20,000	20,000
Power and Water supply expenses	20,000	30,000	25,000
Raw materials and other supplies	80,000	75,000	60,000
Total inital investment	2,00,000	3,00,000	2,50,000
Distribution expenses	50,000	40,000	60,000
Miscellaneous expenses	40,000	25,000	30,000
Expected sales per year	2,25,000	2,25,000	2,25,000

Use a suitable criterion and advise the company on the best choice.

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