



- b) Discuss the framework for a Performance Evaluation System. 13,K2,CO3
14. a) Summarize the factors to be considered before deciding on Global Production Strategy. 13,K2,CO4
- OR**
- b) Explain in detail the need and importance of country risk analysis. 13,K2,CO4
15. a) Discuss the need for Ethics in International Business. 13,K2,CO5
- OR**
- b) Explain the role of international agencies in conflict resolution. 13,K2,CO5

**PART - C (1 × 15 = 15 Marks)**

16. Globe Trotters Auto Corp Ltd. (GTAC), India started in 2004 is a major player in a few automobile segments (SUV), Tractor and Farm Equipments in India. After an impressive growth during the initial few years, the GTAC's Indian Tractor market has been stagnating from 2009 onwards. This scenario is despite the fact that GTAC from 2007 has also been selling its Tractors & other Utility Vehicles in the Global Markets, especially the USA market. (With 7 % market share) where it maintains a 100% subsidiary in the USA with more than 100 dealers. In the USA, it mostly sells the mini tractor with less than 30 horsepower and most of its components are sourced abroad. 15,K3,CO6

Now as a part of operational strategy GTAC has plans to build a global supply chain & Brand recently signed an MOU (Memorandum of Understanding) with the Korean Tractor major 'Tang Sung Tractors' for sourcing the 35 to 50 Horsepower Tractors and sell it in USA and other markets with the brand name of GTAC.

GTAC believes that it can utilise the established expertise of Tang Sung Tractors in Global Marketing & its product appeal by combining it with the Quality & robustness of the prevailing GTAC Tractors.

- (1) How the above strategic alliance & market expansion can help GTAC?  
(2) What risks are involved in the above deal and how can they be tackled?