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I Semester M.Com. Degree Examination, June/July - 2022

COMMERCE

Global Business Environment

(CBCS Scheme)

Paper : 1.1

Time : 3 Hours

Maximum Marks : 70

## SECTION - A

Answer any Seven questions out of Ten. Each question carries Two marks. (7×2=14)

1. a. What is Globalisation?
- b. Give the meaning of Quota agreement.
- c. State different approaches of International business.
- d. What do you mean by cultural shock.
- e. Who is an Expatriate.
- f. Expand SAPTA and USMCA.
- g. What is Balance of Trade?
- h. Write the meaning of Horizontal Integration.
- i. Define Counter trade.
- j. What is technology transfer?

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### SECTION - B

Answer any Four questions out of Six. Each question carries Five marks. (4×5=20)

2. Explain issues in foreign investment.
3. What is Balance of payment? How does disequilibrium occur in balance of payment?
4. Explain the Michael Porter's "Competitive Advantage Theory" of International Trade.
5. Give a note on Tariff and Non - Tariff barriers.
6. Critically examine impact of WTO on developing countries. ✓
7. Distinguish between FDI and FPI.

### SECTION - C

Answer any Two questions out of Four. Each question carries Twelve marks. (2×12=24)

8. "Regional Integration is a solution for global economic crisis". Explain.
9. Write a note on factors affecting global investment.
10. Explain Briefly Modes of entry to into global business.
11. "Can ethical business practices be applied globally?" Explain.

### SECTION - D

Answer the following question.

(1×12=12)

12. Balaji Wafers of Tirupati like to expand its wings into European market. Suggest them the strategic plan, mode of entry, marketing, production, finance, HR and manufacturing.
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**I Semester M.Com. Degree Examination, May - 2023**

**COMMERCE**

**Global Business Environment**

**(CBCS Scheme )**

**Paper : 1.1**

**Time : 3 Hours**

**Maximum Marks : 70**

**SECTION - A**

**Answer any Seven questions out of Ten. Each question carries Two marks.(7×2=14)**

1. a) What do you mean by ethics in business?
- b) Define Economic Institutions.
- c) Give the meaning of global sourcing
- d) What is Demographic Environment?
- e) What are the benefits of Global Supply chain management?
- f) Which two authorities are jointly responsible for enforcing FCPA?
- g) Name two essential conditions for Globalization.
- h) State any four functions of WTO.
- i) What is the meaning of Euro Issues?
- j) Mention two reasons for the growth of MNCs.

**SECTION - B**

**Answer any Four questions out of Six. Each question carries Five marks. (4×5=20)**

2. What is Trade in Merchandise?
3. What do you mean by ADR Termination?
4. Explain the legal and ethical responsibility of business.

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5. Describe UNCTAD and its functions.
6. Bring out the framework of Technological Environment.
7. Write a note on SAARC.

### SECTION - C

**Answer any Two questions out of Four. Each question carries Twelve marks. (2×12=24)**

8. Explain the factors an organization should consider to achieve success in a Cross Cultural Business Environment?
9. Describe in brief the stages to enter a Global Market.
10. Explain the factors affecting foreign Investment.
11. Write a note on
  - a) GATT
  - b) GATS
  - c) TRIPS.

### SECTION - D

**Answer the following question. (Compulsory)**

**(1×12=12)**

12. Sprint Cycles Ltd is an Indian MNC who manufactures racing cycles. It wants to grow its Business across the globe. Bring out the outsourcing and Merger and Acquisition strategies the company can implement to achieve its objective.
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I Semester M.Com. Degree Examination, April/May - 2024

COMMERCE

Global Business Environment

(CBCS Scheme)

Paper : 1.1

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any Seven questions out of Ten. Each question carries 2 marks. (7×2=14)

1. a) List out any two challenges related to Technology Transfer in the context of Multinational corporations.
- b) Provide two examples for Pricing Strategies in Global Business .
- c) What do you mean by Cartels?
- d) Expand TRIM and SAPTA.
- e) Give two examples for International Trade Centres.
- f) What do you mean by Global Sourcing?
- g) What are Cross-border Mergers and Acquisitions.
- h) What is Global competitiveness.
- i) Differentiate between Philanthropic Responsibility and ethical Responsibility.
- j) What do you mean by Legal Responsibility in the context of MNEs?

SECTION - B

Answer any Four questions out of Six. Each question carries 5 marks. (4×5=20)

2. Explain briefly how the social Environment can influence the decision-making process in Global Business.
3. Compare and contrast two different Modes of entry into Global Business. Provide real-world examples to support your analysis.

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4. Identify the role of the International Monetary Fund (IMF) in the Global Economic Environment.
5. What is WTO? Explain its significance in the Global Economic System.
6. Identify the issues related to ADRs in the context of Foreign Investments.
7. Discuss the significance of Ethical Responsibility for Multinational Enterprises.

#### SECTION - C

**Answer any Two questions out of Four: Each question carries 12 marks. (2×12=24)**

8. Evaluate the issues surrounding Technology Transfer for Multinational Corporations. How it can be addressed to enhance the effectiveness of Technology Transfer in a Global Context?
9. Explore the role of Economic Institutions and their contributions to Global Economic Development.
10. Examine the factors affecting the Growth and Dispersion of Foreign Direct Investment (FDI) globally. Discuss the trends and challenges in Cross-border Mergers and Acquisitions.
11. Analyse the Foreign Corrupt Practices Act, highlighting its provisions and the impact on the ethical conduct of MNEs. Discuss its effectiveness in preventing corruption.

#### SECTION - D

**Answer the following.**

**(1×12=12)**

12. Assume the role of a strategic consultant for a multinational corporation planning to expand its global operations. Develop a comprehensive plan addressing global competitiveness, supply chain management, manufacturing strategies, HRM, and asset protection.
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