

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023  
(Fourth Semester)

Branch – COMMERCE (FOREIGN TRADE)

**INTERNATIONAL BUSINESS ENVIRONMENT**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. \_\_\_\_ is the application of knowledge which redefines the boundaries of global business  
(i) Cultural Values (ii) Society  
(iii) Technology (iv) Economy
2. The main reason behind MNCs investments are \_\_\_\_  
(i) To benefit foreign countries  
(ii) To provide Financial support  
(iii) For the benefit of underprivileged people  
(iv) To increase assets and earn profits
3. Which institute supports investments and foreign trade in India \_\_\_\_  
(i) IMF (ii) WTO  
(iii) World Bank (iv) International Labour Organisation
4. An alternative to \_\_\_\_ is the objective of wealth maximization.  
(i) Profit minimization (ii) Market Maximization  
(iii) Quality Maximization (iv) Profit Maximization
5. Employment of funds on assets to earn a return is known as \_\_\_\_  
(i) Loan (ii) Investment  
(iii) Liability (iv) Asset

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain the nature of International Business.  
OR  
b Show the scope of International business.
- 7 a Bring out the meaning of demographic Environment.  
OR  
b Summarize the barriers of Globalisation.
- 8 a State the different types of MNC's.  
OR  
b List out the merits and demerits of MNC's.

Cont...

- 9 a Describe the significance of FDI.  
OR  
b Outline the Debt Relief initiatives.
- 10 a Identify the Pre-requisites of Effective Negotiations.  
OR  
b Discover the meaning of International negotiation and its process.

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Enumerate the International Trade Environment Components.  
OR  
b Describe about the Porter's five forces Analysis.
- 12 a Identify the Issues in transfer of technology.  
OR  
b Point out the Factors Affecting Migration.
- 13 a Explain the Concepts of MNC's.  
OR  
b Give a detailed note on Multinationals in India.
- 14 a Trace out International investment meaning and its types.  
OR  
b Summarize the need of an international Liquidity.
- 15 a Describe about the social responsibilities of business.  
OR  
b List out the environmental and labour issues in international business.

Z-Z-Z

END