

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

Branch – COMMERCE (FOREIGN TRADE)

GLOBAL RESOURCES AND 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. Which natural resource is essential for the production of steel and other metals?
(i) Water (ii) Forest
(iii) Minerals (iv) Fisheries
2. Which of the following is a dimension of Hofstede's Cultural Dimension Theory?
(i) Individualism vs. Collectivism (ii) Technological advancement
(iii) Market competition (iv) Legal regulations
3. Globalization refers to _____.
(i) Lower incomes worldwide
(ii) Less foreign trade and investment
(iii) Global warming and their effects
(iv) A more integrated and interdependent world
4. What is the purpose of a Code of Conduct for multinational corporations?
(i) To limit the international expansion of the company
(ii) To provide guidelines for ethical and responsible business practices
(iii) To encourage unfair competition
(iv) To reduce job opportunities in host countries
5. Why is social responsibility of business important in negotiations?
(i) It ensures maximum profits for the company
(ii) It demonstrates a commitment to broader societal interests
(iii) It disregards the impact on the community
(iv) It isolates the business from potential stakeholders

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a. Narrate the concept of Global Resources.
OR
b. Explain the importance of minerals as global resources.
- 7 a. Analyse the various components of International Trade Environment.
OR
b. Bring out the Michael Porter's Five Forces dimension Theory.

Cont...

- 8 a. Summarize the features of Globalization.
OR
b. State the effects of International Migration.
- 9 a. Explain the importance of MNC's.
OR
b. Describe the various types of International Investments.
- 10 a. Outline the Prerequisites for Effective Negotiations.
OR
b. Classify different principles of Business Ethics.

SECTION -C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

11. Identify the importance of transportation in the global economy and its role in facilitating trade and development.
12. Analyze the Scope and importance of International Business.
13. Examine the different methods of Globalization.
14. Elucidate the merits and demerits of MNCs.
15. Discuss the stages of International Negotiation Process.

Z-Z-Z

END