

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch- INTERNATIONAL BUSINESS

GLOBAL BUSINESS ENVIRONMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Heckscher – Ohlin theory of International trade assumes (Countries* Commodities* factors of production) a) 2*2*2 b) 2*2*1 c) 2*3*2 d) 3*2*2	K1	CO1
	2	Trade between two countries can be useful if cost ratios of goods are a) Undetermined b) Decreasing c) Equal d) Different	K2	CO4
2	3	Which of the following is not a component of Balance of Payment? a) Real b) Current Account c) Capital Account d) None of These	K1	CO1
	4	Balance of Payments uses the _____ system of accounting. a) Single-entry b) Double-entry b) c)Cash basis d)Accrual basis	K2	CO1
3	5	The following is not a component of culture. a) Attitudes b) Beliefs c) Education d) Life expectancy	K1	CO1
	6	External Environment of business is a) Physical b) Demographical c) Economical d) All of the above	K2	CO4
4	7	What is the impact of economic reform on the technological environment? a) It underwent rapid changes b) No Impact c) It declined after economic reforms d) None of the above	K1	CO1
	8	How many members are present in the WTO? a) 207 b) 195 c) 160 d) 164	K2	CO4
5	9	Which one of the following is not a method of environmental scanning? a) SWOT analysis b) Industry analysis c) GE model d) PESTLE model	K1	CO1
	10	Large MNCs in the industry in Europe and America order their products from Indian exporters? a) Automobiles b) Soft drinks c) Garments d) Minerals	K2	CO4

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Develop notes on Macro environment and its elements.	K3	CO4
		(OR)		
	11.b.	Organise the assumption of comparative cost theory.		
2	12.a.	Identify the Economic indicators and their types.	K3	CO2
		(OR)		
	12.b.	What is international court of justice? Develop their objectives.		
3	13.a.	Examine the factors the influencing travel behavior.	K4	CO2
		(OR)		
	13.b.	Inspect the Limitations of Howard Sheth Model of Consumer Behavior.		
4	14.a.	List the Importance of Green Economy measures.	K4	CO2
		(OR)		
	14.b.	Classify technology transfer. List Out their types.		
5	15.a.	Asses the techniques of environment analysis.	K5	CO5
		(OR)		
	15.b.	Evaluate the Purpose of Market survey.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the theory of absolute cost with suitable diagram.	K4	CO2
2	17	Asses the balance of trade? Classify its types.	K4	CO2
3	18	Determine the strategies for dealing with cultural differences in International business?	K5	CO5
4	19	Justify the Important of Carbon management system of world nations.	K5	CO5
5	20	Discover the Porter's five force model with suitable diagram.	K4	CO2

Z-Z-Z END