

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BCom DEGREE EXAMINATION DECEMBER 2025**  
(Third Semester)

Branch – **COMMERCE ( FOREIGN TRADE)**

**GLOBAL RESOURCES AND 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	Which of the following is a renewable natural resource? A. Petroleum    B. Natural gas C. Coal            D. Forest	K1	CO1
	2	Why is infrastructure often referred to as the “backbone” of an economy? A. It is mostly invisible B. It supports economic activities across sectors C. It only affects rural areas D. It does not influence trade	K2	CO1
2	3	Which of the following is not a feature of international business? A. Use of foreign exchange B. Involves two or more countries C. Limited to government operations only D. Cross-border transactions	K1	CO2
	4	In a PEST analysis, the political factors would include: A. Tax policies and government stability B. Economic growth rates C. Cultural attitudes towards innovation D. Technological advancements	K2	CO2
3	5	Which of the following is a common barrier to globalisation? A. Free trade agreements B. High tariffs and import quotas C. Currency convertibility D. Ease of doing business	K1	CO3
	6	The macro-level of technology transfer involves: A. Individual-to-individual knowledge sharing B. Firm-to-firm collaboration C. Country-to-country technology movement D. Internal company training	K2	CO3
4	7	Which of the following best defines a Multinational Corporation? A. A company with a high number of employees B. A company that manages production or delivers services in more than one country C. A company that operates solely in the service sector D. A company that focuses only on exports	K1	CO4
	8	According to Vernon's Product Life Cycle Theory, FDI is most likely when: A. The product is in the innovation stage B. The product is in the maturity stage C. The product is in the decline stage D. There is no competition	K2	CO4

Cont...

5	9	Which of the following is a prerequisite for effective negotiation? A. Aggressive communication      B. Strong emotions C. Cultural awareness and sensitivity      D. Fixed mindset	K1	CO5
	10	Which principle is most relevant when negotiating internationally with regulators? A. Profit maximization      B. Transparency and mutual respect C. Monopoly control      D. Aggressive marketing	K2	CO5

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks  $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	Describe the role of fisheries in supporting the economy of coastal communities.	K2	CO1
	(OR)			
	11.b.	How does transport infrastructure contribute to the growth of trade and commerce within and between countries?		
2	12.a.	Explain how the religion, lifestyle, and education levels of a country influence business practices and product demand.	K3	CO2
	(OR)			
3	12.b.	How can Porter's Five Forces help a company evaluate its decision to enter a foreign market	K3	CO3
	13.a.	Do you think globalisation benefits all countries equally?		
	(OR)			
4	13.b.	Discuss the difference between licensing and franchising as methods of globalisation.	K4	CO4
	14.a.	How can a country attract MNCs to invest in its economy? Explain with reference to FDI policies, infrastructure, and market potential.		
	(OR)			
5	14.b.	List and explain any two factors that influence the growth of FDI globally.	K4	CO4
	15.a.	Demonstrate how cultural sensitivity can impact each stage of international negotiation.		
	(OR)			
5	15.b.	Why is it important to understand legal and regulatory frameworks during international negotiations?	K4	CO5

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks  $(3 \times 10 = 30)$ 

Module No.	Question No.	Question	K Level	CO
1	16	Evaluate the impact of inadequate energy infrastructure on economic development and poverty reduction	K4	CO1
2	17	Analyze the impact of tariffs on international trade and economic growth	K4	CO2
3	18	Apply Lee's theory of management of migration to analyze the factors influencing international migration	K4	CO3
4	19	Analyse the impact of FDI on economic growth, employment and technology transfer	K4	CO4
5	20	How can a multinational company apply CSR (Corporate Social Responsibility) principles to improve its brand image in a developing country?	K4	CO5