PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MCom (IB) DEGREE EXAMINATION DECEMBER 2025
(First Semester)
Branch – INTERNATIONAL BUSINESS
GLOBAL BUSINESS ENVIORNMENT

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	What is a key characteristic of globalization? a) Decreased international trade b) Increased interconnectedness of economies c) Isolation of national markets d) Limited access to foreign products	K1	CO1
	2	Which theory posits that a country should specialize in the production of goods it can produce most efficiently? a) Absolute Cost Theory b) Comparative Cost Theory c) Heckscher-Ohlin Trade Model d) Cross-Culture Theory	K2	CO1
2	3	What does the Balance of Payments (BOP) measure? a) The balance between imports and exports b) The environmental impact of trade c) The political stability of a country d) The total income of a country	K1	CO1
	4	Which organization primarily focuses on promoting international trade? a) UNCTAD b) WHO c) UNESCO d) ILO	K2	CO1
3	5	What is "subculture"? a) A culture that exists independently of the main culture b) A culture that is dominant in society c) A culture that is based only on religion d) A smaller cultural group within a larger culture	K1	CO1
	6	Which model emphasizes external determinants of buying behavior? a) Sociological Model b) Psychological Model c) Industrial Buying Model d) Pavlovian Model	K2	CO1
4	7	What do Sustainable Development Goals (SDGs) aim to achieve? a) Economic growth without environmental consideration b) Global peace and security c) Environmental sustainability and social equity d) Increased corporate profits	K1	CO1
	8	What is Fair-trade Certification intended to promote? a) Lower prices for consumers b) Ethical treatment and fair pay for producers c) Increased production volume d) Limited access to international markets	K2	CO1
5	9	What does the PESTLE analysis focus on? a) Product features b) Political, Economic, Social, Technological, Legal, and Environmental factors c) Employee satisfaction d) Financial performance	K1	CO1
	10	What is the primary purpose of a SWOT analysis? a) To evaluate strengths, weaknesses, opportunities and threats b) To analyze sales trends c) To measure employee performance d) To assess customer satisfaction	K2	CO1

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.	Examine the pre and post globalization changes in business environment.	K2	CO1
		(OR)		
	11.b.	Explain about the micro and macro business environment.		
2	12.a.	Discuss the importance of international commodity agreements.	K3	CO2
		(OR)		
	12.b.	Demonstrate about the impact of renewable and non-renewable resources impact in business environment.		
3	13.a.	Infer about the strategies for dealing with cultural difference.	K4	CO4
		(OR)		
	13.b.	Identify the impact of culture, religion and sub culture in business environment.		
4	14.a.	Evaluate about the need of international standards and necessity of fair-trade certification in current business scenario.	K5	CO5
		(OR)		
	14.b.	Appraise the sustainable development goals with example.		
5	15.a.	Explain the importance of environment analysis techniques PESTLE with details.	K6	CO5
		(OR)		
	15.b.	Outline the competition in global industries and uses of competitors profile matrix.		

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	Elaborate about the international trade theories and absolute cost theories in details.	K2	CO1
2	17	Investigate about the functions of WTO and World bank toward promoting the business sector.	K3	CO2
3	18	Examine the external determinants of buying behavior.	K4	CO4
4	19	Explain about the purpose of mergers, joint ventures and acquisitions in business sector.	K5	CO5
5	20	Summarize the needs of market survey and importance of porters five force model.	K6	CO6

Z-Z-Z   END