23FTU311N

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2026
(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	Land degradation mainly affects: A. Urban expansion B. Industrial development C. Agricultural productivity D. Forest fire control	K1	CO1
	2	Which of the following is a common benefit of all four infrastructure sectors (energy, power, transport, and manufacturing)? A. Promotes dependency B. Increases bureaucracy C. Drives economic growth and development D. Causes inflation	K2	CO1
2	3	Which of the following is a challenge in international business? A. Increased domestic competition B. Currency fluctuation and political risk C. Low demand for products D. Reduced market size	K1	CO2
	4	According to Hofstede's Cultural Dimension Theory, which of the following is NOT one of the six cultural dimensions? A. Power Distance B. Individualism vs. Collectivism C. Uncertainty Avoidance D. Environmental Sustainability	K2	C02
3	5	Cultural differences can act as a barrier to globalisation because: A. They reduce creativity B. They encourage global marketing C. They make product standardisation difficult D. They increase product efficiency	K1	CO3
	6	Which of the following is a formal channel of technology transfer? A. Social media B. Informal conversations C. Licensing agreements D. Unrecorded knowledge sharing	K2	CO3
4	7	Which type of MNC typically relies on franchising and licensing to expand into foreign markets? A. Horizontal MNCs B. Vertical MNCs C. Multi domestic MNCs D. Transnational MNCs	K1	CO4
	8	Which of the following is a theory of international investment? A. Purchasing Power Parity Theory B. Heckscher-Ohlin Theory C. Product Life Cycle Theory D. Loanable Funds Theory	K2	CO4

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5	9	Which of the following is most likely to hinder effective international negotiation? A. Understanding legal frameworks B. Listening actively C. Cultural stereotyping D. Being flexible	K1	CO5
	10	Which of the following is most important when negotiating with international regulatory bodies? A. Emotional appeal B. Compliance with local laws and regulations C. Ignoring cultural differences D. Speeding up the process	K2	CO5

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.	How does overuse of groundwater impact long-term water availability?	K2	CO1
		(OR)		
	11.b.	Explain how infrastructure development in rural areas can reduce urban migration and improve local economies.		
2	12.a.	Why is it important for companies involved in international business to understand cultural, legal, and economic environments of foreign countries?	K2	CO2
		(OR)		
	12.b.	How can social and technological factors identified through **PEST analysis** affect international business strategies?		
3	13.a.	Define the term globalization. List any three **key features** *of* globalization.	K2	CO3
		(OR)		
	13.b.	Define globalisation of investment. List and explain any two major forms of global investment.		
4	14.a.	What is meant by the Transnationality Index (TNI)? List the three main components used to calculate it.	K3	CO4
		(OR)		
	14.b.	Differentiate between Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI)		
5	15.a.	Apply the stages of the international negotiation process to a business merger between companies from two different countries. How would each stage be carried out?	K3	CO5
		(OR)		
	15.b.	What is business ethics? Why is it important in international business?		

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	Compare the benefits and challenges of investing in renewable energy infrastructure versus traditional energy sources	K4	CO1
2	17	Develop a plan to mitigate risks associated with PEST factors in international trade	K4	CO2
3	18	Identify potential benefits and challenges of international migration for a specific country	K4	CO3
4	19	Analyze the impact of MNCs on local business and industries in developing countries	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

Z-Z-Z END