

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – INTERNATIONAL BUSINESS

GLOBAL BUSINESS ENVIRONMENT/ INTERNATIONAL 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 Trade between two countries can be useful if cost ratios of goods are
(i) Undetermined (ii) Decreasing
(iii) Equal (iv) Different
- 2 Which one of the following is not a component of balance of payment account?
(i) Capital a/c (ii) Current a/c
(iii) Social a/c (iv) Official statement a/c
- 3 External Environment of business is
(i) Physical (ii) Demographical
(iii) Economical (iv) All of the above
- 4 What was the impact of economic reform on the technological environment?
(i) It underwent rapid changes (ii) No Impact
(iii) It declined after economic reforms (iv) None of the above
- 5 Which one of the following is not a method of environmental scanning?
(i) SWOT analysis (ii) Industry analysis
(iii) GE model (iv) PESTLE model

SECTION - B (15 Marks)

Answer ALL Questions

ALL questions carry EQUAL marks (5 x 3 = 15)

6. a) Discuss the Macro environment and its elements.
OR
b) State the Assumptions of Absolute cost theory.
7. a) Explain Economic indicator and their types.
OR
b) Examine the International Court of Justice.
- 8 a) Show the External factors that affect the Buying behavior.
OR
b) Analyze the Limitations of Nicosia Model.
9. a) Explain the important of Green Economy measures.
OR
b) Determine the technology transfer and their types.
10. a) Discuss a short note on : (i) Pestle (ii) Quest.
OR
b) Analyze the Purpose of Market survey.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a) Justify the theory of comparative cost curve with suitable diagram.
OR
b) Justify the HO trade model and its assumptions in detail.
12. a) Classify the components of balance of payments with relevant illustrations.
OR
b) Assess the types of renewable resource and their benefits for business.
13. a) Predict the strategies for dealing with cultural difference in International business.
OR
b) Assess the need of "Industrial Buying Model" with suitable illustrations.
14. a) Evaluate the WTO goals to sustainable development for business.
OR
b) Justify the Important of Carbon management system of world nations.
15. a) Criticize the environmental analysis techniques with relevant intents.
OR
b) Interpret the market survey and their types with suitable example.

Z-Z-Z

END