

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)  
BCom DEGREE EXAMINATION DECEMBER 2017  
(Third Semester)

Branch - **COMMERCE (FOREIGN TRADE)**

**INTERNATIONAL BUSINESS ENVIRONMENT**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What do you understand by international business environment?
- 2 What are the scopes of international business environment?
- 3 Define globalization.
- 4 What do you mean by globalization of investment?
- 5 Write a note on: Regional Economic Group.
- 6 What is meant by Multinational Corporation?
- 7 What do you mean by foreign exchange market?
- 8 What are the objectives of FEMA?
- 9 What is meant by Swaps?
- 10 What is understood by option?

**SECTION - B (25 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a What are the factors influencing micro environment of business?  
OR  
b Explain the geographical factors affecting by the international business environment.
- 12 a Explain the features of globalization.  
OR  
b What are the advantages of globalization?
- 13 a What are the role of ASEAN?  
OR  
b What are the constraints of multinational corporations?
- 14 a What are the types of exchange rates?  
OR  
b Explain the determinants of foreign exchange rate.
- 15 a Write a not on: Accounting exposure.  
OR  
b What do you understand by forex derivatives?

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Describe the importance factors affecting international business environment.
- 17 Discuss the various methods of globalization.
- 18 Discuss the significances of regional economic co-operation.
- 19 Explain the functions of foreign exchange management act?
- 20 What are the risks involved in foreign export markets? Explain