

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION DECEMBER 2023
(First Semester)

Branch - INTERNATIONAL BUSINESS

GLOBAL 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	Factor abundance is considered to be part of international trade. a) HO Theory b) Comparative cost c) New trade theory d) Factor equalization theorem	K1	CO1
	2	Countries with abundant of capital should focus on a) Labour intensive goods b) Capital intensive goods c) Export d) Import	K2	CO1
2	3	The world bank was established on a) 1944 b) 1945 c) 1947 d) 1950	K1	CO1
	4	Balance of payment of a country is a statement that records. a) Sources of foreign exchange b) Uses of foreign exchange c) Both a and b d) None of the above	K2	CO1
3	5	The buying process starts when the buyer recognizes a a) Product b) Shop c) Need d) Money	K1	CO1
	6	The Howarth sheth model focuses on a) The element of repeat buying b) The element of future buying process c) The element of industrial buying process d) None	K2	CO1
4	7	What products are fair trade? a) Chocolate b) Banana c) Flower d) All of the above	K1	CO1
	8	OSHA was created to a) Data analysis b) ELA analysis c) To reduce hazards d) Ecological development	K2	CO1
5	9	In SWOT analysis, O stands for a) Objections b) Opportunities c) Obstruction d) Obstacles	K1	CO1
	10	In PESTLE analysis, P stands for a) Political b) Profitability c) Productivity d) Pricing	K2	CO1

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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.	Identify the participants of micro environment.	K3	CO1
		(OR)		
	11.b.	Apply ideas of cross culture theory in international business.		
2	12.a.	Construct the principles of WTO.	K3	CO2
		(OR)		
	12.b.	Rephrase balance of trade and balance of payment with examples.		
3	13.a.	Determine the strategies for dealing with cultural differences.	K4	CO3
		(OR)		
	13.b.	Explain consumer behavior using Nicossia model.		
4	14.a.	Analyze the concept of green economy and its measures.	K4	CO4
		(OR)		
	14.b.	Inspect the different types of merger.		
5	15.a.	Perceive the PESTLE analysis with examples.	K5	CO5
		(OR)		
	15.b.	Interpret the various approaches of PORTER.		

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	Analyse Heckscher-ohlin theory of international trade.	K4	CO1
2	17	Interpret the role of world bank in the development of international business.	K4	CO4
3	18	Describe the Howarth-sheth model.	K4	CO3
4	19	Assess the advantages of joint venture.	K5	CO4
5	20	Evaluate the concept of SWOT analysis.	K5	CO5

Z-Z-Z

END