

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2022  
(Fourth Semester)

Branch – COMMERCE (FOREIGN TRADE)

INTERNATIONAL BUSINESS ENVIRONMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Tobacco advertising is now banned in virtually all marketing communication from in many, counties around the world. This can explained as an influence of  
(i) Technological environment (ii) Legal environment  
(iii) Economic environment (iv) Ecological environment
- 2 Which of the following is an example of social environment?  
(i) Composition of family (ii) Consumer protection act  
(iii) Money supply in economics (iv) The constitution of the country
- 3 Globalization has created new opportunities of  
(i) Employment (ii) Emerging multinationals  
(iii) Providing services (iv) All of the above
- 4 Globalization opportunities for paid work for women have denied them:  
(i) Good health (ii) Good education  
(iii) Permanent jobs (iv) None of these
- 5 Production of services across countries has been facilities by  
(i) Money (ii) Machine  
(iii) Labour (iv) Information and communication technology
- 6 Government has taken which step to facilitate FDI in the country on 15<sup>th</sup> September 2015?  
(i) It has permitted foreign investments through partly paid shares and warrants  
(ii) It has permitted foreign investments through completely paid shares and warrants  
(iii) It has permitted foreign investments partly paid shares and debentures  
(iv) It has permitted foreign investments through paid shares and debentures
- 7 The difference between visible exports and visible imports is defined as :  
(i) Balanced terms of trade (ii) Balance of trade  
(iii) Gains from trade (iv) Balance of payment
- 8 The industry earns the second highest net foreign exchange from the trade is  
(i) Steel industry (ii) Gems and ornaments  
(iii) Textile industry (iv) Engineering goods industry
- 9 Which legislation relates to the concept of business ethics?  
(i) Freedom of information act (ii) Food act  
(iii) Building regulations (iv) All of these
- 10 What type of justice exists if employees are being open, honest, and truthful in their communication at work?  
(i) Procedural (ii) Distributive  
(iii) Ethical (iv) International

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL** Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Write the importance of international business.  
OR  
b Analyze the scope of international business.
- 12 a Explain the issues in transfer of technology.  
OR  
b List out the levels of technology transfer in globalization.
- 13 a What are the importance of MNC's?  
OR  
b List out the demerits of MNC's.
- 14 a Describe the growth of FDI.  
OR  
b Examine the corrective measures to solve the problems of international liquidity.
- 15 a Explain briefly about the environmental and labour issues.  
OR  
b Describe the responsibility to different sections of business ethics.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 "Michael Porter's five forces analysis" – Elucidate.
- 17 Explain the different types of international migration in globalization.
- 18 Briefly elaborate the concepts.
- 19 Explain the various types of international investment.
- 20 Describe the process of international negotiations.

Z-Z-Z

END