

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2019
(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 is international business?
- 2 What is meant by inter-economic environment?
- 3 What is globalization?
- 4 Give any two barriers to globalization.
- 5 What is regional economic cooperation?
- 6 List out the types of MNCs.
- 7 What is foreign exchange market?
- 8 What is ASEAN?
- 9 What is foreign exchange risk?
- 10 What is meant by swap?

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Give the framework for analyzing international business environment.
OR
b Explain about (i) economic environment (ii) socio-cultural environment.
- 12 a Bring out the features of globalization.
OR
b What are the methods of globalization? Discuss.
- 13 a What are the types of regional economic group?
OR
b Write short notes on (i) EU (ii) SAFTA.
- 14 a What are the types of exchange rates?
OR
b Write short notes about FEMA.
- 15 a Explain about leading and lagging.
OR
b What are the risks in foreign export markets?

SECTION - C (10 Marks)

Answer any THREE Questions

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

- 16 Discuss the nature, scope and importance of International Business environment.
- 17 Explain the essential conditions of globalization.
- 18 Discuss the conceptual framework of MNCs.
- 19 What are the determinants of Foreign Exchange Rates? Explain.

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