

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BCom DEGREE EXAMINATION MAY 2018**  
(Third Semester)

Branch – **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 environment?
- 2 State any two factors influencing socio cultural environment.
- 3 What is Globalization?
- 4 Explain any two conditions for Globalization.
- 5 What are the member countries of ASEAN?
- 6 State any two essential characteristics of multinational corporations.
- 7 Write a short note on: Spot and forward exchange.
- 8 What are the features of FEMA?
- 9 What is a future?
- 10 What do understand by forward contracts in international trade?

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a What are the internal factors affecting business environment?  
OR
- b Explain the various political factors influencing international business environment.
- 12 a State the significances of Globalization of investment.  
OR
- b What are the problems of Globalization?
- 13 a What are the functions of NAFTA?  
OR
- b Explain the objectives of SAPTA?
- 14 a State the significances of fixed exchange rate.  
OR
- b What are the major participants in foreign exchange systems?
- 15 a What do you understand by economic exposure?  
OR
- b Write short note on: Swaps.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 State the importances of International Business Environment.
- 17 Discuss the essential conditions of Globalization.
- 18 What are the significances of Multinational Corporation?
- 19 Describe the objectives and functions of FEMA.
- 20 What are the strategies adopted for the management of risk in foreign exchange markets?