

Reg. No .....

Name .....

22P337

**M. COM DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**

**SEMESTER 3 : COMMERCE**

**COURSE : 21P3COMT14 : INTERNATIONAL BUSINESS ENVIRONMENT**

*(For Regular - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

**PART A**

**Answer any 8 questions**

**Weight: 1**

1. What is meant by strategic alliance? (U, CO 4)
  2. What do you mean by Promotion Mix? (U, CO 7)
  3. Write a short note on Doha Declaration. (U, CO 6)
  4. What do you mean by predatory dumping? (U, CO 6)
  5. What do you mean by Confiscation? (U, CO 4)
  6. What is meant by Trade mark? (U, CO 6)
  7. What do you mean by CIF in International Marketing? (U, CO 7)
  8. What is Ricardo' Theory on International Trade ? (R, CO 3)
  9. What is meant by Multilateralism? (R, CO 6)
  10. What do you mean by conglomerate diversification? (U, CO 1)
- (1 x 8 = 8)**

**PART B**

**Answer any 6 questions**

**Weights: 2**

11. Differentiate between GATT and WTO. (An, CO 6)
  12. What are the different approaches to International business? (An, CO 1)
  13. Briefly explain SAARC. What are its objectives? (U, CO 6)
  14. Analyse how the different internal environment factors affect international business? (An, CO 4)
  15. Write a note on: (a) TRIPS (b) TRIMS. (U, CO 6)
  16. What are the different components of International promotion mix? (U, CO 7)
  17. What is ASEAN? What are its objectives? (U, CO 6)
  18. Write a short note on the drivers of globalization? (E)
- (2 x 6 = 12)**

**PART C**

**Answer any 2 questions**

**Weights: 5**

19. Discuss on the following: (a) European Union (b) APEC. (An, CO 6)
20. Discuss the role and functions of WTO. (U, CO 6)

21. Globalisation is a boon or a curse. Explain in the context of economic development of developing nations like India. (An, CO 1)
22. What do you mean by political stability? What are the indicators of political instability? How it affects business? (An, CO 4)
- (5 x 2 = 10)**

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 1	To provide an exposure to students about the various business environmental factors with a global perspective	U	10, 12, 21	8
CO 3	To familiarize students on the various modes of entry into international business along with basic knowledge about MNCs	An	8	1
CO 4	Analysis of various SLEPT factors in international business environment and its implications	An	1, 5, 14, 22	9
CO 6	Enumerate the importance and implications of various economic groupings in international business	E	3, 4, 6, 9, 11, 13, 15, 17, 19, 20	22
CO 7	Gain an overview about international marketing	U	2, 7, 16	4

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;