

**M. COM DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023****SEMESTER 3 : COMMERCE****COURSE : 21P3COMT14 : INTERNATIONAL BUSINESS ENVIRONMENT***(For Regular - 2022 Admission and Supplementary - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

**PART A****Answer any 8 questions****Weight: 1**

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|-----|---|--------------------|
| 1.  | What is meant by Privatization?                   | (R, CO 4)          |
| 2.  | What is meant by Poly centric approach?           | (U, CO 1)          |
| 3.  | What do you mean by BRICS?                        | (U, CO 6)          |
| 4.  | What is GATS?                                     | (U, CO 6)          |
| 5.  | Expand IBRD. State its two objectives.            | (R, CO 5)          |
| 6.  | What do you understand by Globalisation ?         | (U, CO 1)          |
| 7.  | What is meant by concentrated marketing strategy? | (U, CO 7)          |
| 8.  | What do you mean by trade barrier?                | (R, CO 6)          |
| 9.  | What do you mean by Expropriation?                | (R, CO 4)          |
| 10. | Define sales promotion.                           | (U, CO 7)          |
|     |   | <b>(1 x 8 = 8)</b> |

**PART B****Answer any 6 questions****Weights: 2**

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|-----|--|---------------------|
| 11. | What are the roles of UNCTAD in International Business?                      | (R, CO 5)           |
| 12. | What is ASEAN? What are its objectives?                                      | (U, CO 6)           |
| 13. | What are the objectives of IMF?  | (R, CO 5)           |
| 14. | Explain the elements of an economic system.                                  | (U, CO 4)           |
| 15. | Describe briefly the responsibilities of Government towards business?        | (U, CO 4)           |
| 16. | Write a note on different advantages and disadvantages of Trade Dumping?     | (U, CO 6)           |
| 17. | Briefly explain the international marketing management process.              | (U, CO 7)           |
| 18. | Briefly explain the Impact of socio-cultural environment in global Business. | (E, CO 4)           |
|     |  | <b>(2 x 6 = 12)</b> |

**PART C****Answer any 2 questions****Weights: 5**

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|-----|--|---------------------|
| 19. | Explain the nature of International Business?  | (U, CO 1, CO 2)     |
| 20. | What are the salient features of Doha Declaration? Why it has become controversial in International Business scenerio? | (An, CO 6)          |
| 21. | Discuss on the following: (a) European Union (b) APEC.   | (An, CO 6)          |
| 22. | Briefly explain culture, its characteristics and its various components.   | (An, CO 4)          |
|     |  | <b>(5 x 2 = 10)</b> |

## 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	2, 6, 19	7
CO 2	To gain substantial knowledge in various theories related to international business environment	U	19	5
CO 4	Analysis of various SLEPT factors in international business environment and its implications	An	1, 9, 14, 15, 18, 22	13
CO 5	To enhance students broad knowledge on international institutions and about various trade agreement	An	5, 11, 13	5
CO 6	Enumerate the importance and implications of various economic groupings in international business	E	3, 4, 8, 12, 16, 20, 21	17
CO 7	Gain an overview about international marketing	U	7, 10, 17	4

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