

M. COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 3 : COMMERCE****COURSE : 21P3COMT14 : INTERNATIONAL BUSINESS ENVIRONMENT***(For Regular 2023 Admission and Supplementary 2022/ 2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

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

1. What do you mean by conglomerate diversification? (U, CO 1)
2. Give the meaning of the term MFA. (U)
3. What are the objectives of IDA. (R, CO 6)
4. Define FDI and list its types? (U, CO 4)
5. What are the stages of International Product Life Cycle? (R, CO 7)
6. What do you mean by predatory dumping? (U, CO 6)
7. What is import substitution. (An)
8. What is meant by undifferentiated marketing strategy? (U, CO 7)
9. What do you mean by EXIM Policy? (U, CO 4)
10. What do you understand by Voluntary Export Restraints? (R, CO 6)

(1 x 8 = 8)**PART B****Answer any 6 questions****Weights: 2**

11. Write a short note on the EPRG Frame work. (U, CO 7)
12. What is ASEAN? What are its objectives? (U, CO 6)
13. What is a subsidy? Why it has been a matter of dispute among nations in WTO? (An, CO 6)
14. Briefly explain the different external macro environment factors affecting international business? (U, CO 4)
15. Describe the objectives of IMF? (R, CO 5)
16. Write a short note on IPR. (An, CO 6)
17. Differentiate Domestic business and International business. (E, CO 4)
18. The role of women in Industrial business is inevitable. Do you agree? Discuss. (An, CO 4)

(2 x 6 = 12)**PART C****Answer any 2 questions****Weights: 5**

19. What is SAARC? How can it contribute to the integral development of its member nations in the present context? (A, CO 6)
20. Discuss the Pros and Cons of Globalisation? (E, CO 1)
21. Discuss on the following institutions: (a) ADB (b) IFC. (An, CO 5)
22. How cultural differences impact International business. Elucidate? (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	1, 20	6
CO 4	Analysis of various SLEPT factors in international business environment and its implications	An	4, 9, 14, 17, 18, 22	13
CO 5	To enhance students broad knowledge on international institutions and about various trade agreement	An	15, 21	7
CO 6	Enumerate the importance and implications of various economic groupings in international business	E	3, 6, 10, 12, 13, 16, 19	14
CO 7	Gain an overview about international marketing	U	5, 8, 11	4

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