

**M. COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2025****SEMESTER 3 : COMMERCE****COURSE : 24P3COMT14 : INTERNATIONAL BUSINESS ENVIRONMENT***(For Regular - 2024 Admission)*

Duration : Three Hours

Max. Weights: 30

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

1. What is meant by Regionalism? (R)
  2. What do you mean by Assembly Operations in International Business? (U)
  3. What is meant by undifferentiated marketing strategy? (U)
  4. Differentiate between MNC and TNC. (R)
  5. What is meant by Fiscal Policy? (U)
  6. What is meant by Ethno centric approach? (U)
  7. What do you mean by Voluntary Export Restraints? (R)
  8. What is meant by Copyright? (U)
  9. What do you mean by FOR in International Marketing? (U)
  10. Write a short note on Cancun Round. (R)
- (1 x 8 = 8)**

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

11. Briefly explain the different external macro environment factors affecting international business? (U)
  12. What are the roles of UNCTAD in International Business? (R)
  13. Briefly explain: (a) NAFTA (b) APEC. (U)
  14. What is ASEAN? What are its objectives? (U)
  15. Write a short note on the drivers of globalization? (E)
  16. What are the various strategies used in international pricing? (U)
  17. Write a note on: (a) TRIPS (b) TRIMS. (U)
  18. Differentiate between Domestic Business and International Business. (U)
- (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)
  20. Discuss on the following: (a) GATS (b) Dispute Settlement system of WTO (c) Ministerial Conferences of WTO. (U)
  21. What are the importance, nature and scope of International business? (An)
  22. Briefly explain culture, its characteristics and its various components. (An)
- (5 x 2 = 10)**

**OBE: Questions to Course Outcome Mapping**

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;