

Reg. No

Name

25P345-S

M. COM DEGREE END SEMESTER EXAMINATION - OCTOBER 2025

SEMESTER 3 : COMMERCE

COURSE : 21P3COMT14 : INTERNATIONAL BUSINESS ENVIRONMENT

(For Supplementary 2023/2022/2021 Admissions)

Duration : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. What is meant by Trickle Down Model in International Marketing? (U, CO 7)
2. Define international marketing list its types (U, CO 7)
3. What is Global Outsourcing strategy? (U, CO 1)
4. What do you mean by TRIPs? (R, CO 6)
5. What do you mean by anti dumping duty? (R, CO 6)
6. What do you understand by Ministerial conference? (R, CO 6)
7. What is meant by Multilateralism? (R, CO 6)
8. What is meant by Licensing? (U, CO 4)
9. What do you mean by FPI? Give an example. (U)
10. What is the theory of Adam Smith on International Trade? (U, CO 3)

(1 x 8 = 8)

PART B

Answer any 6 questions

Weights: 2

11. What are the Functions of WTO? (U, CO 6)
12. Write a short note on the drivers of globalization? (E, CO 1)
13. Write a note on the advantages and disadvantages of Economic Integration. (U, CO 6)
14. Explain the different approaches to International business? (An, CO 1)
15. Write a note on: (a) GATS (b) TRIMS. (U, CO 6)
16. Explain the different components of International promotion mix? (U, CO 7)
17. Analyse how the different internal environment factors affect international business? (An, CO 4)
18. Briefly explain SAARC. What are its objectives? (U, CO 6)

(2 x 6 = 12)

PART C

Answer any 2 questions

Weights: 5

19. Elucidate political stability. What are the indicators of political instability? How it affects business? (An, CO 4)
20. Discuss the different benefits and criticisms of MNCs to the world. (E, CO 3)
21. Briefly explain the functions of World Bank. Write a note on its assistances to India. (An, CO 5)
22. Free trade agreements are relevant for trade in India. Discuss. (U, CO 6)

(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	3, 12, 14	5
CO 3	To familiarize students on the various modes of entry into international business along with basic knowledge about MNCs	An	10, 20	6
CO 4	Analysis of various SLEPT factors in international business environment and its implications	An	8, 17, 19	8
CO 5	To enhance students broad knowledge on international institutions and about various trade agreement	An	21	5
CO 6	Enumerate the importance and implications of various economic groupings in international business	E	4, 5, 6, 7, 11, 13, 15, 18, 22	17
CO 7	Gain an overview about international marketing	U	1, 2, 16	4

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