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I Semester M.Com. Degree Examination, April/May - 2024

COMMERCE

Global Business Environment

(CBCS Scheme)

Paper : 1.1

Time : 3 Hours

Maximum Marks :70

SECTION - A

Answer any Seven questions out of Ten. Each question carries 2 marks. (7×2=14)

1. a) List out any two challenges related to Technology Transfer in the context of Multinational corporations.
- b) Provide two examples for Pricing Strategies in Global Business .
- c) What do you mean by Cartels?
- d) Expand TRIM and SAPTA.
- e) Give two examples for International Trade Centres.
- f) What do you mean by Global Sourcing?
- g) What are Cross-border Mergers and Acquisitions.
- h) What is Global competitiveness.
- i) Differentiate between Philanthropic Responsibility and ethical Responsibility.
- j) What do you mean by Legal Responsibility in the context of MNEs?



SECTION - B

Answer any Four questions out of Six. Each question carries 5 marks. (4×5=20)

2. Explain briefly how the social Environment can influence the decision-making process in Global Business.
3. Compare and contrast two different Modes of entry into Global Business. Provide real-world examples to support your analysis.

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4. Identify the role of the International Monetary Fund (IMF) in the Global Economic Environment.
5. What is WTO? Explain its significance in the Global Economic System.
6. Identify the issues related to ADRs in the context of Foreign Investments.
7. Discuss the significance of Ethical Responsibility for Multinational Enterprises.

SECTION - C

Answer any Two questions out of Four: Each question carries 12 marks. (2×12=24)

8. Evaluate the issues surrounding Technology Transfer for Multinational Corporations. How it can be addressed to enhance the effectiveness of Technology Transfer in a Global Context?
9. Explore the role of Economic Institutions and their contributions to Global Economic Development.
10. Examine the factors affecting the Growth and Dispersion of Foreign Direct Investment (FDI) globally. Discuss the trends and challenges in Cross-border Mergers and Acquisitions.
11. Analyse the Foreign Corrupt Practices Act, highlighting its provisions and the impact on the ethical conduct of MNEs. Discuss its effectiveness in preventing corruption.

SECTION - D

Answer the following.

(1×12=12)

12. Assume the role of a strategic consultant for a multinational corporation planning to expand its global operations. Develop a comprehensive plan addressing global competitiveness, supply chain management, manufacturing strategies, HRM, and asset protection.