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**I Semester M.Com. (Regular) Degree Examination, March/April - 2025**

**COMMERCE**

**Global Business Environment**

**(CBCS Scheme)**

**Paper : 1.1**

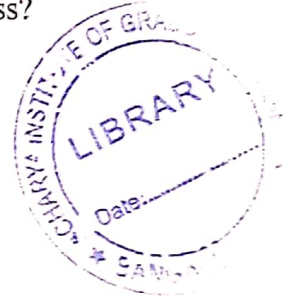
**Time : 3 Hours**

**Maximum Marks : 70**

**SECTION - A**

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

1. a) What are Patents and Copyrights?
- b) What is Economic environment in the context of Global Business?
- c) What is a Customs Union?
- d) Expand UNCTAD and UNIDO.
- e) Give the meaning of Bilateral and Multilateral agreement.
- f) Mention Four functions of WTO.
- g) What is Geocentric approach?
- h) What do you mean by Global Sourcing?
- i) Mention two types of business responsibilities under CSR.
- j) Write the meaning of Cartels and Quotas.



**SECTION - B**

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

2. Explain the factors affecting foreign investment.
3. Assess the role of World Bank in promoting global economic stability.
4. Briefly explain the External Business Environmental factors.
5. Briefly explain the role of technology transfer in enhancing global competitiveness.
6. Explain the factors affecting Global recruitment and Staffing policy.
7. Discuss the importance of Global Manufacturing strategies for MNCs.

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**SECTION - C**

**Answer any Two questions out of Four. Each question carries Twelve marks.**

**(2×12=24)**

8. Analyse the impact of globalization on multinational corporations and explain how they adapt to the challenges of the global business environment.
9. Bring out the challenges and strategies for Global Asset and IPR protection.
10. Explain the modes of entry into global markets.
11. What is Regional Integration? Explain the types and benefits of regional grouping.

**SECTION - D**

**Answer the following question.**

**(1×12=12)**

12. Prayagraj Ltd. an Indian technology company, decided to expand internationally. It entered the European market through a joint venture and the Southeast Asian market as a wholly-owned subsidiary. While the European market grew steadily, the company faced challenges in Southeast Asia, such as trade regulations, foreign investment restrictions, and cultural differences. To build trust in foreign markets, Prayagraj Ltd. Adopted Corporate Social Responsibility (CSR) initiatives and ethical business practices. However, it also faced issues in staffing policies and global competition.

**Questions:**

- a) What are the advantages and disadvantages of joint ventures and wholly-owned subsidiaries in International Business?
- b) How can CSR and Ethical business practices help a company succeed in global markets?

