

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

M.Com. - END SEMESTER EXAMINATIONS APRIL - 2024

SEMESTER - II

**23PCOCT2006 - Global Business Environment**

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

### **Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. What is business environmental scanning?
2. Differences between International Business & Domestic business.
3. Discuss the impact of liberalisation policy in any one sector..
4. Explain the factors that contributed to the growth of MNCs.
5. Explain the Features of Foreign Collaboration.
6. "Globalisation refers to the absence of borders and barriers to trade between countries" Comment on the statement.
7. Discuss the role of foreign investment.
8. Write short notes on any TWO of the followings  
(i) Transnational Operations (ii) Turnkey Projects (ii) Non-resident Indians.

### **Section C**

I - Answer any **TWO** questions ( $2 \times 10 = 20$  Marks)

9. Explain the Major Challenges for Global Business.
10. Discuss different types of foreign aid and discuss its economic development.
11. Explain the reasons for the firms to enter into internationalization of business.
12. Discuss Major Types of Foreign Collaboration.

II - Compulsory question ( $1 \times 10 = 10$  Marks)

13. What are the challenges faced by Multinational Corporation (MNC) while operating in Foreign Country?

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