

**Q.P. Code – 56532**

**Fifth Semester B.B.M. Degree Examination,  
October/November 2019**

*(CBCS Scheme)*

**Management**

**INTERNATIONAL BUSINESS ENVIRONMENT**

*Time : 3 Hours]*

*[Max. Marks : 90*

*Instructions to Candidates : Answer should be written completely in English.*

**SECTION – A**

1. Answer any **TEN** sub-questions of the following. Each sub-question carries 2 marks : **(10 × 2 = 20)**

- (a) What is international business?
- (b) What is transnational company?
- (c) List out any four micro external environmental factors.
- (d) Expand :
  - (i) W.T.O
  - (ii) G.A.T.T
- (e) What is pre-shipment?
- (f) What is ethnocentric approach?
- (g) Write any two agencies in India which control MNCs.
- (h) Write any two roles of STC.
- (i) What is cross culture?
- (j) Expand CEPC. When it was established?
- (k) Give the meaning of Capital Amount Convertibility.
- (l) Define globalisation.



**SECTION – B**

Answer any **FIVE** questions from the following. Each question carries 5 marks :

**(5 × 5 = 25)**

- 2. What are the reasons for emergence of international business environment?
- 3. Explain briefly the functions of EXIM bank.

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4. Explain briefly the role of ECGC.
5. How does technology help the global companies?
6. How do social and cultural factors influence International Business?
7. Discuss briefly the factors that contribute to the growth of MNC's.
8. Explain the role of commodity boards.

**SECTION – C**

Answer any **THREE** questions. Each question carries 15 marks : **(3 × 15 = 45)**

9. Explain the internal factors influence on international business environment.
  10. What is export promotion? Explain the functions of different Export Promotion Councils setup in India.
  11. Explain the theory of absolute cost advantage developed by Adam Smith.
  12. Explain the role of MNCs in India.
  13. Write a short note on :
    - (a) TTCI
    - (b) MITCS
    - (c) Regional trade agreements.
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